

SATURDAY NIGHT

JULY 26, 1949

VOL. 64, NO. 42 • TORONTO, CANADA

THE CANADIAN ILLUSTRATED WEEKLY

PRICE 10

REFERENCE DIVISION
TORONTO PUBLIC LIBRARIES
COLLEGE & ST. GEORGE
SCHOOL TORONTO 28
1949

22
1949

THE FRONT PAGE

Competition Back Again

THE international trade problem, or to put it more specifically, the dollar-versus-sterling problem, is just as simple as all big problems always are. For most of a decade the price paid by producers in the sterling area for their labor, and the taxes paid by producers in the sterling area for the upkeep of their Welfare State, have been going up without any restraint from international competition, for the reason that goods of all kinds from all sources were in such universal demand after a destructive war, and funds for the purchase of them were being so extensively supplied by the richer countries (the United States chiefly, but Canada to some extent), that buyers were in no position to choose, and had to pay whatever producers demanded. That condition has come to an end. Whatever may be the effectiveness or ineffectiveness of competition in purely domestic markets, in the international market today competition is supremely effective, and the seller who cannot meet it will not sell.

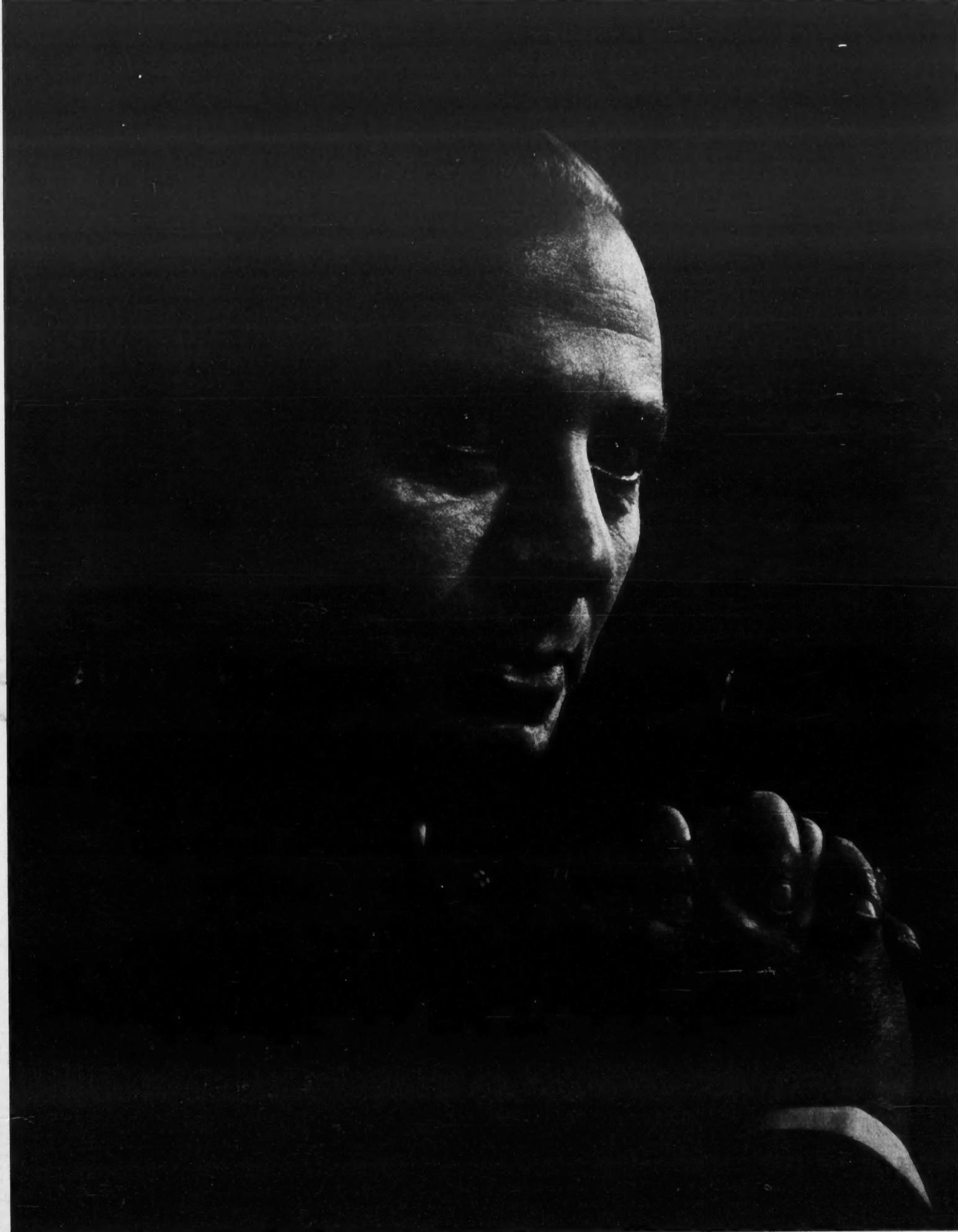
Whether the pound is overvalued or not is not the question. What is overvalued is the British labor hour, at its present rate of productiveness. Partly in wages and partly in the privileges of the Welfare State, the British worker is getting more than his labor is worth in dollars at four to the British pound. The man who has dollars can get more for his money than the British producer can possibly give him, by buying from countries where wages or welfare taxes or both are lower in proportion to productive efficiency than they are in Britain. If the sterling area is to get dollars—and it must have dollars because it needs foodstuffs and raw materials from the dollar area—it must manage somehow to lower its costs per unit of effective labor.

Reducing the number of dollars exchanged for the pound is one way of achieving this objective. It is not the only way. It is open to many objections. It is evasive and deceptive. It reduces the worker's wage, in terms of imported goods (and ultimately in terms of domestic goods also, but that will come more slowly) without his being aware of it, and without his giving any consent to it. If he is so foolish or so stubborn or so both that his wages-plus-welfare cannot be reduced in any other way, that is the way that the country will ultimately have to come to. It is the way that the Americans want it to come to immediately, because it is the way which produces an immediate effect in international trade, and the maintenance of international trade is what they are concerned about. Canada is being urged, by some Americans and by some of its own people, to adopt the same method, whether Britain adopts it or not. If Britain should adopt it we should almost certainly have to adopt some measure of it ourselves, for Canada cannot live without selling largely to the sterling area, and if the sterling that we receive brings us fewer U.S. dollars we should have to intensify our efforts to reduce our spendings of those dollars in the United States.

A Tragedy of Evasion

IT IS an important point in the whole question of the seamen's and dockers' strikes which at the time of writing are still rampant in various parts of the world, that the Canadian government dealt the Communists the chief card in the hand which they are so skilfully playing, in the shape of the certification of the C.S.U. as the "accredited bargaining agent" for the supply of labor to Canadian ships. On that fact, and the correlative fact that the Canadian government has never to our knowledge formally decertified the union, rests practically the whole argument by which thousands of non-Communist workers in ports all over the world have been deluded into thinking that the signing of an agreement with the S.I.U. is a

—Photo by Karsch



CANADIAN AMBASSADOR to Italy, H. E. Jean Désy, K.C. is one of the diplomats who are doing an excellent job for this country in a troubled world. See comment in this week's Ottawa View and Page 15 as well.

FEATURES IN THIS ISSUE

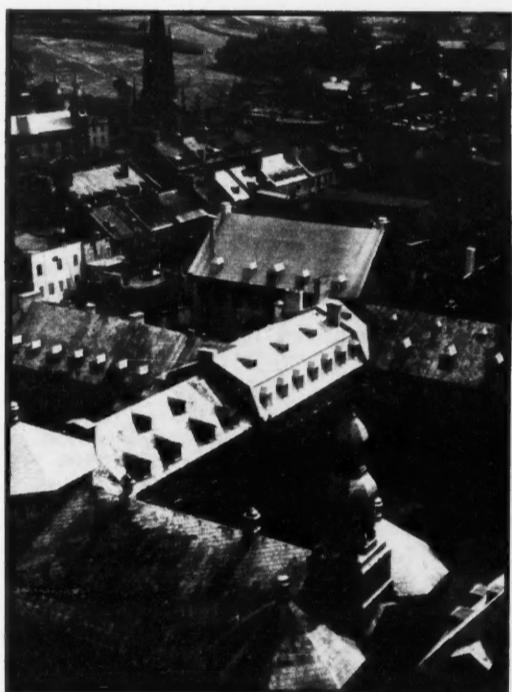
C.C.F. Leader Analyzes Election, Party Set-Back.....	Miller Stewart	6
Lighter Side: The Lost Hammock.....	Mary Lowrey Ross	11
Moscow Radio Cries "Capitalist Crisis Has Come!".....	Willson Woodside	12
More Bilateralism Unless U.S. Supplies Dollars.....	B. K. Sandwell	22
Economically, A Free Enterprise World Again.....	P. M. Richards	22

Page

(Continued on Page Five)



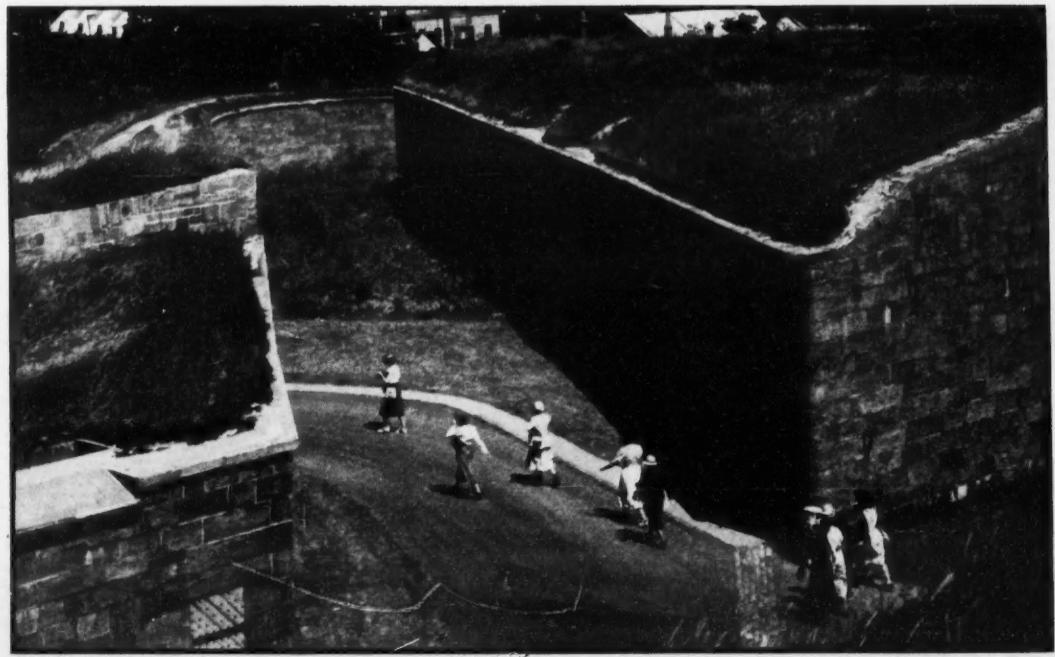
First view of one of Canada's most picturesque cities from the Parliament Buildings with its rail of lacy wrought iron. In the distance are the St. Lawrence and Ile d'Orléans.



The old Ursuline Convent and St. Louis St. show architecture of Breton design.



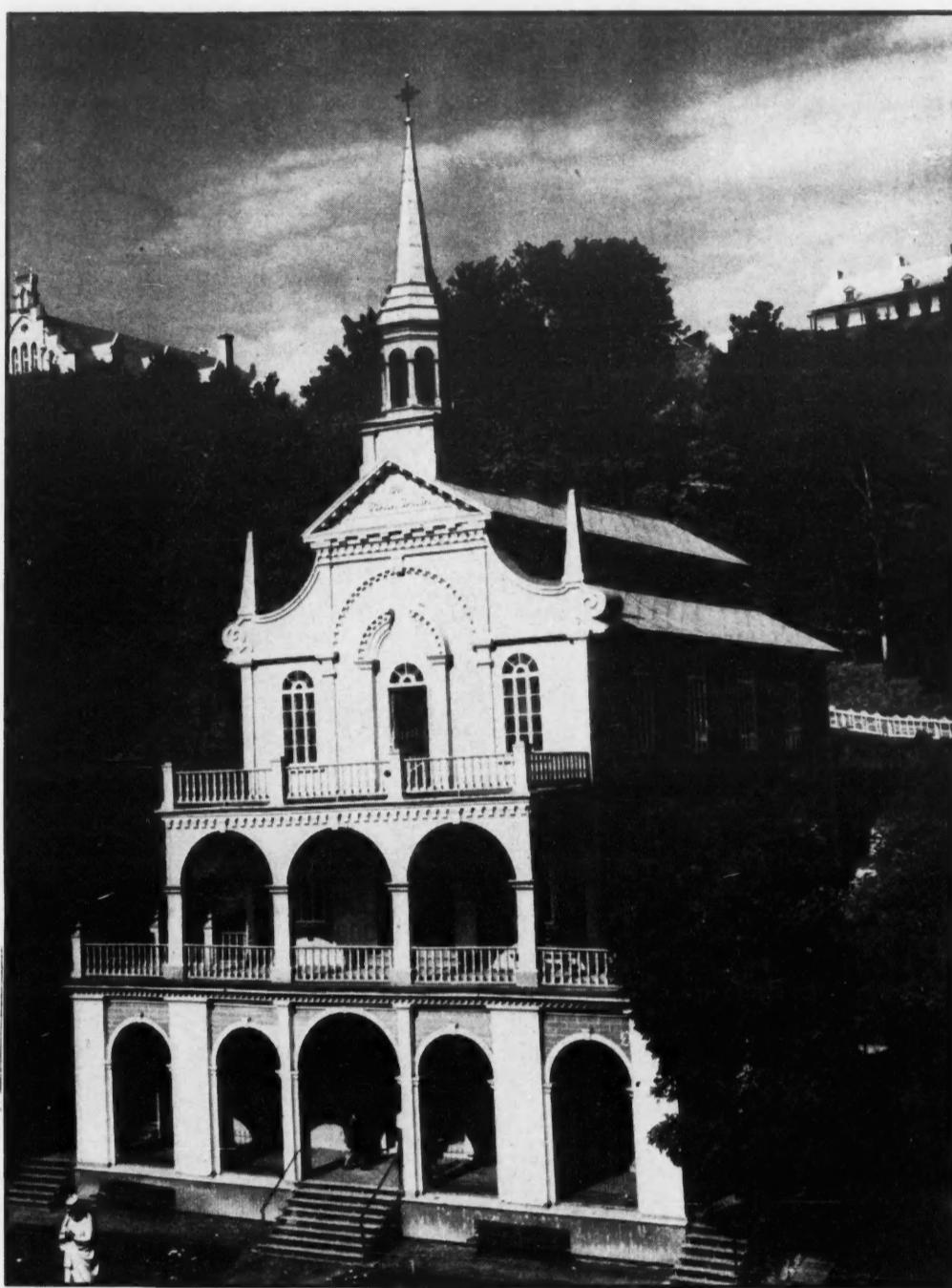
The spiral staircase of the Grand Seminary (1885) is of graceful pattern.



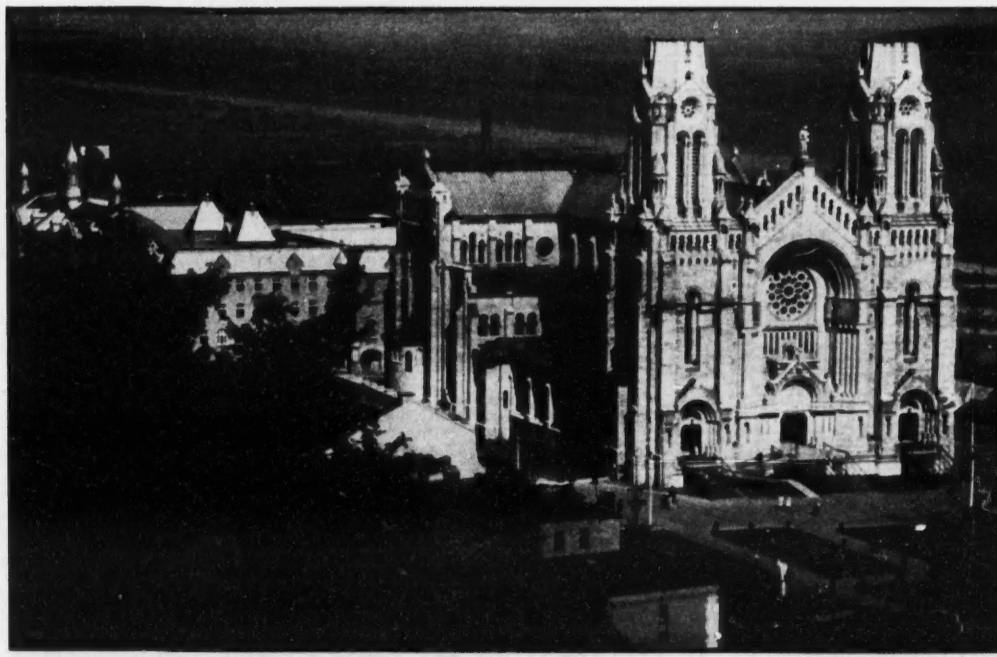
A walk through the Old Citadel, built upon the highest point of the rock, is a must for all Quebec visitors. Canada's famous Royal 22nd Regiment is now stationed here.

QUEBEC: A PHOTOGRAPHIC PORTFOLIO

By George A. Driscoll, A.R.P.S.



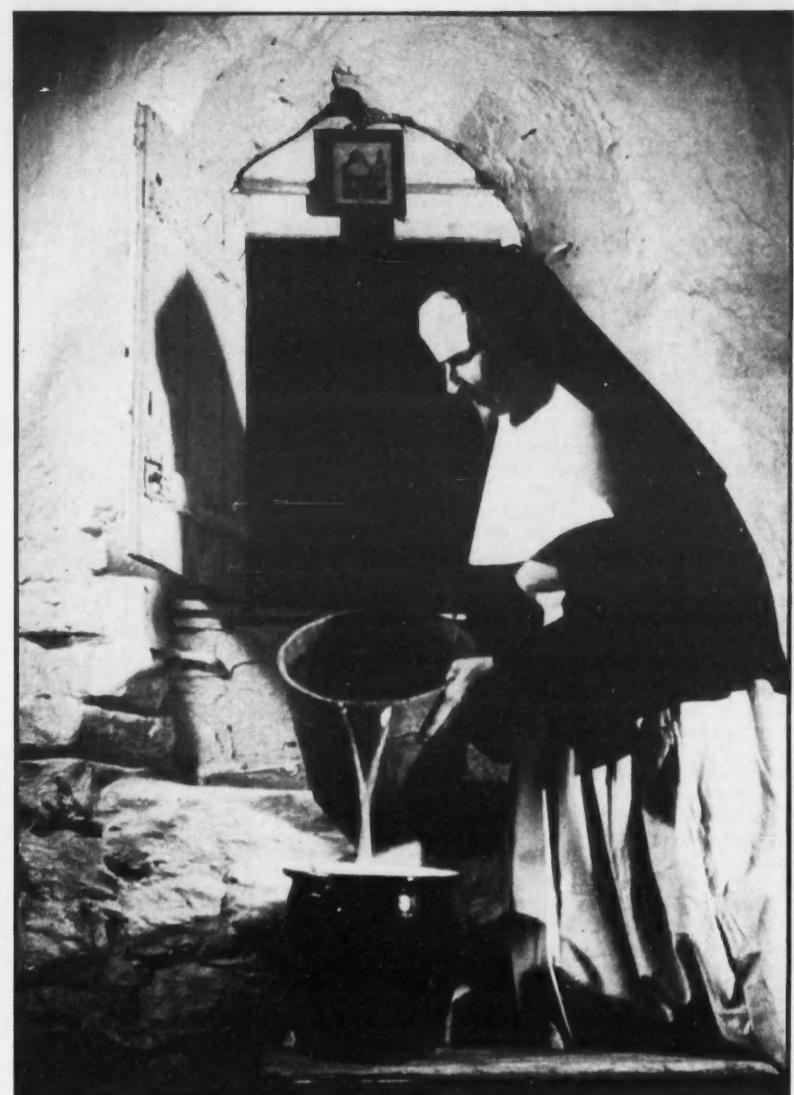
Known to pilgrims throughout the world is the famous shrine of St. Anne de Beaupré. A feature which attracts thousands annually is the Scala Sancta.



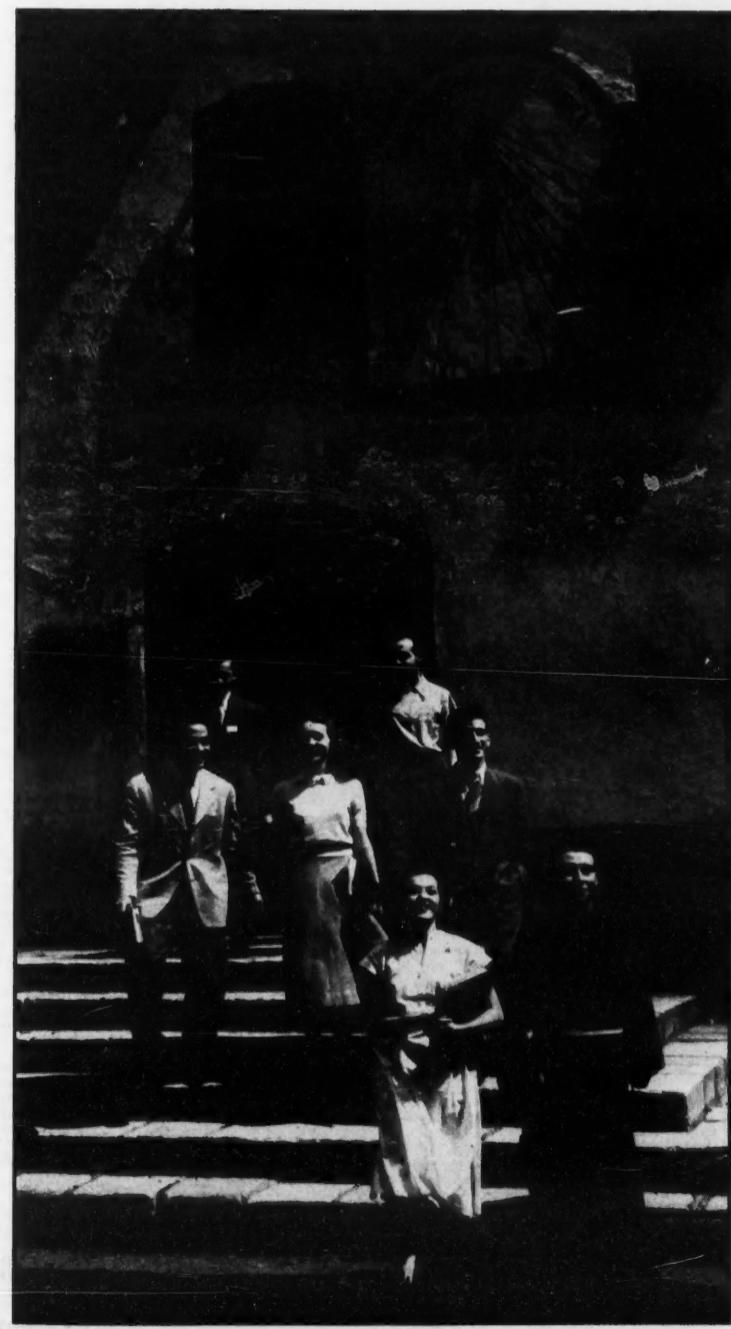
The still unfinished Basilica at St. Anne de Beaupré is not only a noble edifice on a commanding site but ranks among world's most visited pilgrim spots.



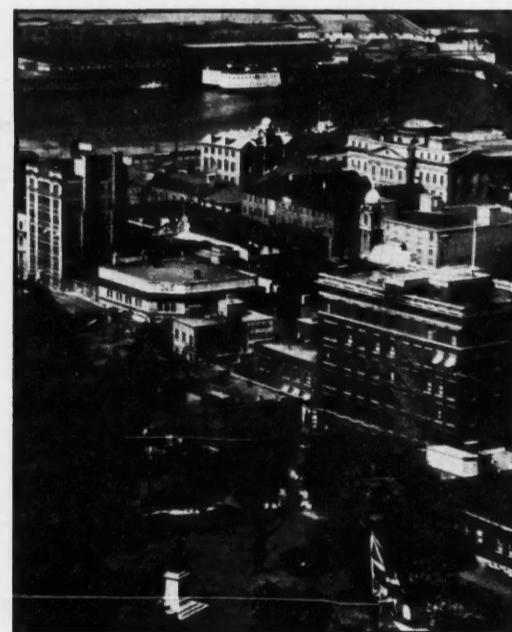
More than most Canadian cities of respectable age, Quebec manages to retain the picturesqueness and flavor of the earlier days. A notable contribution is made by St. John's gate and city wall.



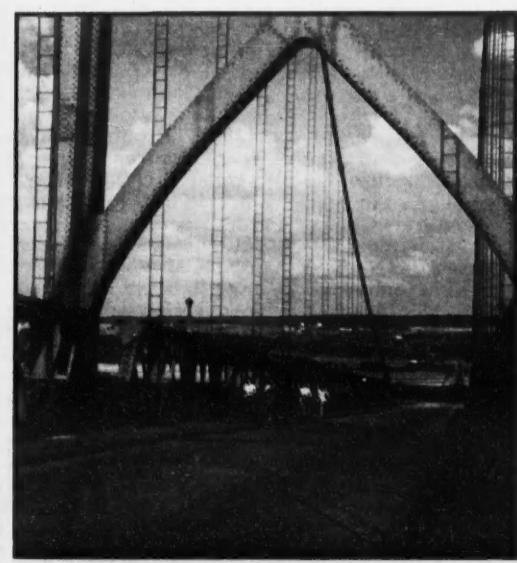
Quebec's oldest well is in the basement of the Ursuline Convent — *Le Puits de Mère Marie de l'Incarnation* (1639).



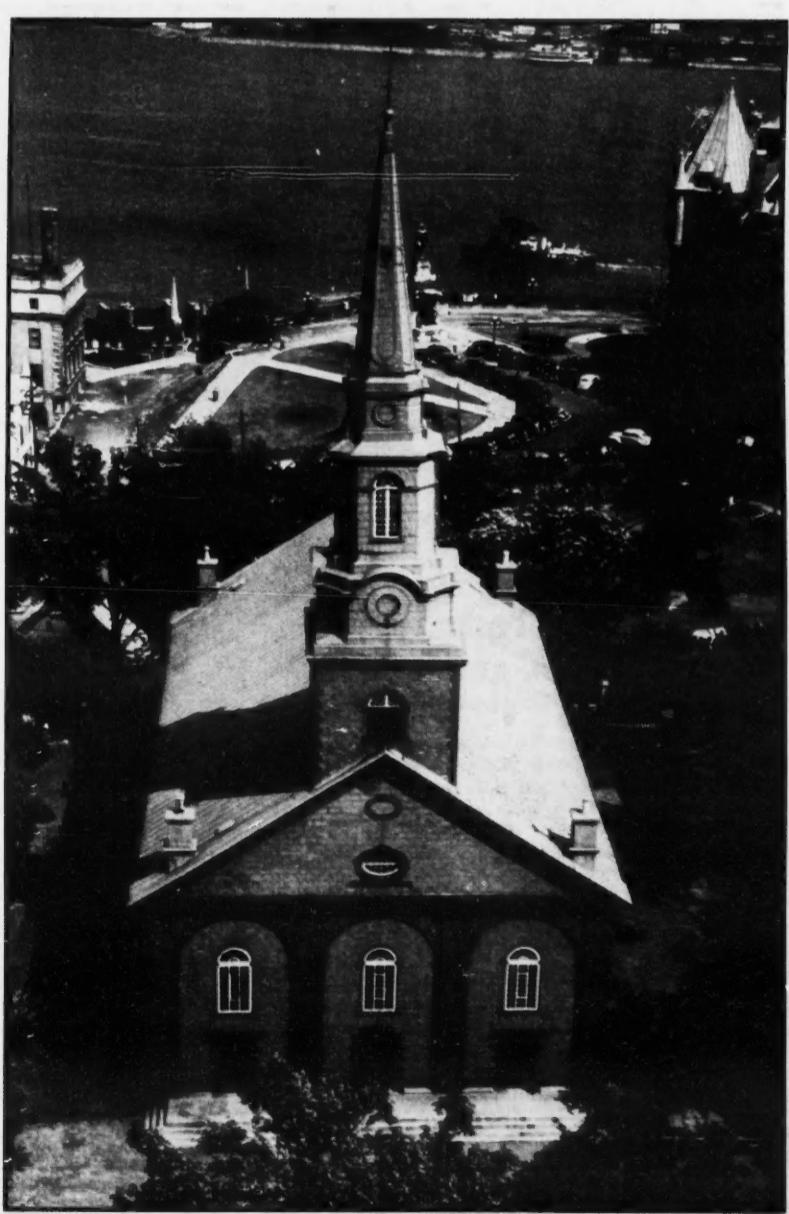
Summer semesters held annually at Laval University attract students from all parts of Canada interested in the old days.



Called Canada's most historic acre Montmorency Park, against the harbor.



The Island of Orleans bridge with the winding country road in the distance.



Canada's first Anglican Cathedral of the Holy Trinity was built in 1804. On this site the 100 Associates traded with Indians.

Ottawa View

By B. T. RICHARDSON

Again, Senate Reform

May Become Completely One-Party House; The Carnegie Proposal

A FAVORITE Ottawa occupation in these dog days of summer is to speculate on reform of the Senate. The fate of the Senate has never been a strong issue in our public affairs. It is neither worse nor better than it has been for years. But it is clearly reaching a crisis in its existence in which it may be greatly revised in the near future or disappear altogether. It contains the seeds of its own destruction, yet it lacks the power and capacity to save itself.

There are 13 vacancies in the Senate. The right to make appointments is a prerogative of the office of the Prime Minister, according to well-established custom. There is no scarcity of claimants for senatorial seats, despite the low prestige of the upper house. Including a recent appointment from Prince Edward Island, the party standing in the Senate is government 74, opposition 15. The lapse of time and the fortunes of politics have all but wiped out the opposition.

With five more years of Liberal rule, to speak nothing of the years beyond that, the Senate may be a completely one-party house before there is a change in the ruling majority in the House of Commons. Critics of the Senate foresee a solution in the likelihood that the next change of government in Ottawa will bring in an administration to find a Senate that is 100 per cent opposed to it. At that stage, the Senate will be either abolished or reformed drastically.

A proposal originating in a Calgary paper just after the election was that Mr. St. Laurent should appoint a number of prominent members of the opposition, possibly some of the leading Progressive Conservatives who were defeated at the polls. The C.C.F., too, has one or two unemployed elder statesmen that might adorn the Senate. But this suggestion falls on barren ground in Ottawa. It is contrary to recent tradition, that appointments should go in general to either the faithful or the problem children of the party. It is also not likely that reform by appointment will restore the Senate in the eyes of the public. The present Senate does, in fact, contain many "good men", as the saying is, and they compare favorably in integrity and high purpose with the members of the lower house.

A suggestion that has attracted attention in Ottawa has come from Mr. R. K. Carnegie, former superintendent of the Canadian Press bureau in Ottawa. One of Canada's best-informed journalists, Mr. Carnegie proposed that a senatorial block of ten seats be set aside so each provincial government could appoint a senator to sit for the duration of the provincial administration. He would be a minister of the provincial government. He would provide the province he represented with a voice in the federal Parliament. In view of the tangle into which Dominion-provincial relations have fallen, this proposal might expedite a settlement of issues between Ottawa and the provinces. It would permit virtually constant consultation on inter-provincial matters. Yet it would start by creating a fresh constitutional problem, to be added to those that already exist.

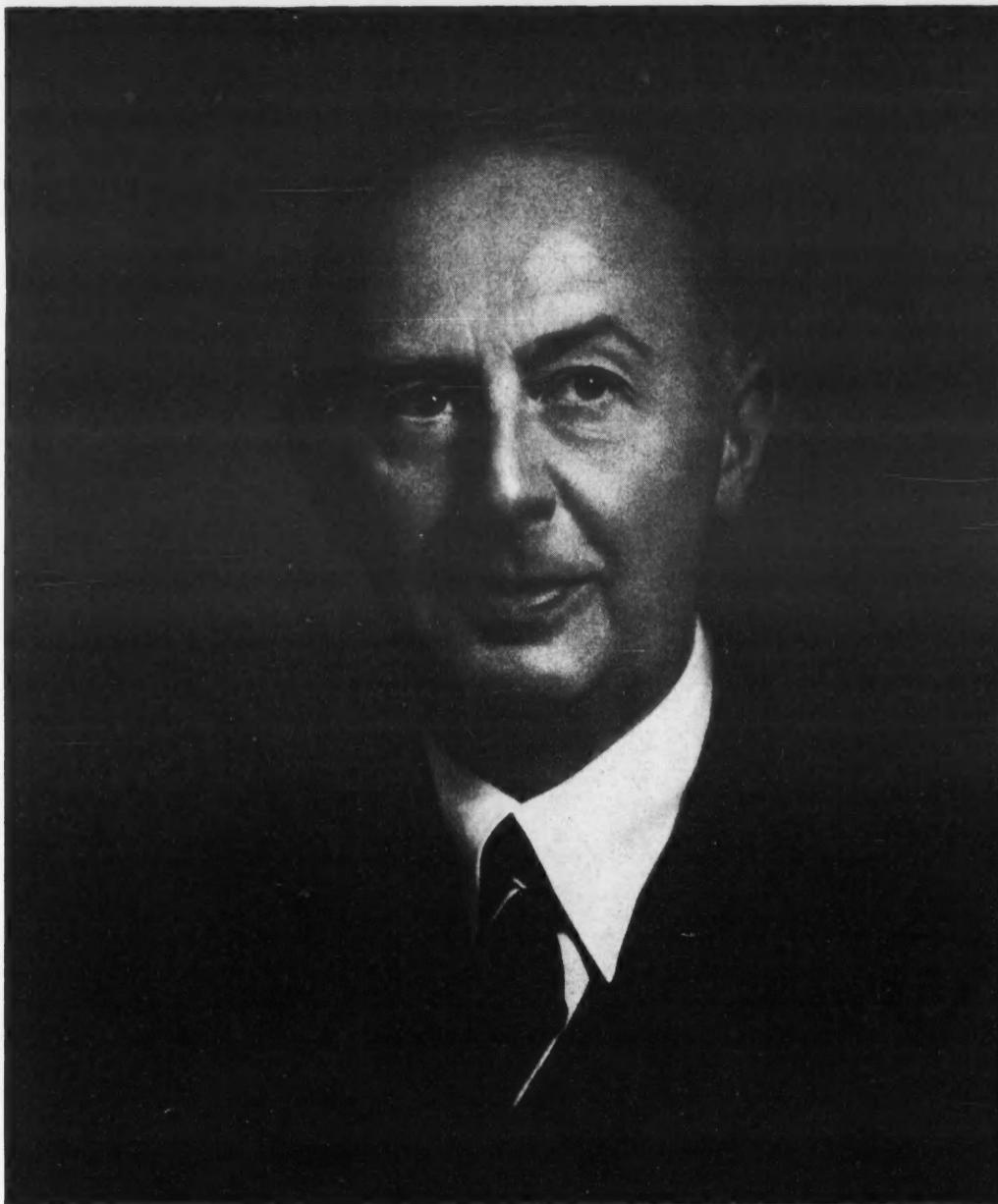
Ambassador To Italy

Jean Désy Also An Able Delegate At International Conferences

A SUMMER visitor to his native land, Jean Désy is back from Rome to report to the Department of External Affairs and to spend a holiday in familiar haunts. Mr. Désy is one of Canada's key career diplomats. He is this country's first ambassador to Italy, a post of crucial importance in the west-east conflict that has dominated European affairs since the war ended. He is accompanied by Madame Désy* and their two children, Muriel, 13, and Jean Louis, 10.

Mr. Désy's career has been all in law and diplomacy. So great has been the expansion of the Department of External Affairs since the war, that it is crowded with younger men who hardly fit into the popular concept of the diplomat. There is no difficulty in recognizing in Mr. Désy the authentic stamp of the able, urbane, cosmopolitan envoy. He is one of the originals of the department, having been with External Affairs since 1925. Mr. Désy had been practising law in Montreal when he joined the staff of the University of Montreal. Then the late Dr. O. D. Skelton's canvass of the universities for staff for the infant External Affairs department brought him to Ottawa.

*A picture of Madame Désy appears on page 15.



—Camera Portrait by J. Kennedy

IRELAND'S GIFT TO U.C.C. Although English by birth and education the new Principal of Upper Canada College, Rev. C. W. Sowby, has spent the last fifteen years as head of Ireland's great Protestant residential school of St. Columba's, which contributed sixteen Generals to the last war. He will assume his new duties at U.C.C. in September.

Mr. Désy is one of Canada's most proficient delegates to international conferences. His average of one important conference a year was established before the war, and it has continued since. He was at San Francisco for the birth of the United Nations. Popular with the press, he has found time to write, especially if it is to promote knowledge of Canada in foreign lands.

Population To Double?

Immigration From Europe And From U.S.A. May Bring Big Change

MOST Canadians now alive will live to see the population of Canada doubled in size. This seems to be a fair comment on the outlook for the growth of this country. The recent royal commission on population in the United Kingdom picked out Canada as one of the most likely destinations for substantial emigration from Britain. With a flow of 110,000 persons annually to Canada, the commission calculated that Canada's population would double in the next 35 years. This is approximately the rate of immigration received in Canada since the war. The figure is 308,775 arrivals from September, 1945, to the end of last May.

This migration may fall off in the near future, for the immigration service reports that many European countries are putting up barriers against people leaving them. In the case of Britain, it is a handicap to emigrants to be unable to bring funds with them without restriction. A few countries, notably the Netherlands and Italy, are anxious to send emigrants to Canada as the internal pressure of a growing population is creating problems for them.

Other factors have to be examined in the light of postwar changes. The Canadian birth rate is dropping after the big postwar boom. It was higher in 1947 than in any year since 1921. It is still high, for Canada has not yet the proportion of aged people in its population that is a problem in Britain and that is becoming a problem in the United States.

The optimists around Ottawa think that the next few years will show a change in the adverse balance of migration that has existed for years on the Canadian-American border. It has still been adverse since World War II, with 90,000 Canadians going to the U.S.A. and 33,722 Americans moving to Canada. But Canada is

getting more notice in the United States than it ever did before, and with significant economic development over a period of years, this country might easily become the first choice with young Americans as a place to move to.

This factor operates also in making the United States less a magnet to younger generations of Canadians. Immigration figures take some time to compile, but it is probable that the effect of the American slump that has slowed up business activity in the United States since last winter will stimulate the migration of young Americans to Canada and, as well, discourage young Canadians from moving south. It is too early to tell whether this will have a pronounced effect.

Dom.-Prov. Relations

Now May Be Time For New Attempt To Improve Constitutional Set-Up

DURING the election campaign, Mr. St. Laurent opened a door through which the provincial premiers may enter for a fresh attempt to settle the differences that exist in Dominion-provincial relations. The Prime Minister, in a speech at Kingston, undertook to consult the provinces at least a year in advance of the expiry of taxation agreements with the provinces in 1952. The first provincial premier to call on Mr. St. Laurent since the election has been Premier Frost of Ontario, who cannot escape a key role in future Dominion-provincial negotiations whether they succeed or fail.

It is too soon to predict that a new Dominion-provincial conference will be called. But the stage is being set for it, if only in a study of press clippings and other evidences of public opinion to assess the demand for it and the chances of a settlement.

The election returns have been interpreted by some as a sign that the time is ripe for another attempt to revise the constitutional relationships of the provinces and the federal government. It is a project that would undoubtedly appeal to Mr. St. Laurent, whose entry into public life in some ways dates from his service as counsel to the Rowell-Sirois commission. There have been two attempts to secure a general agreement, in 1941 and in 1945. Both failed, but the lapse of time has removed most of those who obstructed the conferences or, at least, did not seek wholeheartedly for an agreement.

Passing Show

MOST American husbands are doing more housework than they did five years ago. Most of the others have ceased to be husbands, by way of Reno.

Canada is now the third trading nation of the world, and the way things are going it looks as if she might soon be the only one.

There is no truth in the rumor that they are going to call it the Regressive Conservative party.

A subsidy is something that a government gives in the hope that the trouble will subside.

The British have lots of economists. What



they need is more people who can economize.

Judging the Hiss trial must be very difficult while Congressmen keep on hissing the judge.

"Heat is probably as much to blame for U.K. strikes as Communists."—Heading on P. O'D. London Letter in S.N.

Warming up the Cold War, eh?

"Pockets of unemployment" are developing in many countries, which would not matter much except that they cause unemployment of pockets.

"Canada's prosperity seen in Abbott's hand at U.K. Dollar Parley."—Heading in Toronto Star. We were wondering where it had got to.

"Mr. Duplessis seemingly could not sell Mr. Drew to Quebec. Mr. Drew could not sell Mr. Drew to Ontario."—Ottawa Journal.

Wonder if the trouble was with the salesman, the product or the market.

An Iowa man has developed a wingless chicken, thereby ruining one of our favorite curry dishes.

U.S. financial strategy is to pound the pound and collar the dollar.

Lucy says she thinks Frankie Sinatra gets one-tenth of his salary for singing and nine-tenths for being squealed at by teen-agers.

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

Established 1887

EDITORIAL BOARD

M. R. SUTTON Publisher
B. K. SANDWELL Editor-in-Chief
P. M. RICHARDS Managing Editor

JOHN YOCOM, Asst. Managing Editor; HERBERT McMANUS, Assistant Editor; WILLSON WOODSIDE, Foreign Editor; WILFRID EGGLESTON, Ottawa Editor; JAY MILLER, Washington Editor; BERNICE COFFEY, Women's Editor; MARY LOWREY ROSS, Film Editor; PHYLLIS ARCHER, Copy Editor; PAUL DUVAL, Art Editor; MARJORIE THOMPSON FLINT, Food Editor; PETER DONOVAN, London Correspondent; RODNEY GREY, Asst. Financial Editor; JOHN M. GRANT, Mining Editor; GEORGE GILBERT, Insurance Editor; JOHN L. MARSTON, London Financial Correspondent; HAZEL G. WATSON, Editorial Secretary; C. N. FOY, Advertising Mgr. SUBSCRIPTION PRICES: Canada, Great Britain and all other parts of the British Empire \$4.00 one year; \$6.00 two years; \$8.00 three years. United States and possessions, Mexico, Central and South America, France and Spain, add \$1.00 for each subscription year to Canadian price. All other countries add \$2.00 for each subscription year to Canadian price. Newsstand and single issue price, 10c per copy.

SATURDAY NIGHT does not permit reproduction or condensation of any of its contents (which are fully protected by copyright) by any "digest" magazine.

Advertising contracts are solicited and accepted by this business office or by any representative of SATURDAY NIGHT subject to Editorial approval as printed in our contract form. The Editors reserve the right to reject any contract accepted by the business office, its branch offices or its advertising staff—to cancel same at any time after acceptance—and to refuse publication of any advertising thereunder at any time—such advertising is considered by them undesirable or otherwise undesirable.

Authorized as second class mail, Post Office Department, Ottawa.

Published and printed by
CONSOLIDATED PRESS LIMITED
73 Richmond Street W., Toronto 1, Canada

M. R. Sutton, President; Roydon M. Barbour, Executive Vice-President; E. R. Milling, Vice-President and General Manager of Publications; D. W. Turnbull, C.A. Secretary-Treasurer and Comptroller.

C. T. Croucher
Business Manager
Montreal, Birks Bldg.; Vancouver, 815 W. Hastings St.; New York, Room 512, 101 Park Ave.

John F. Foy,
Circulation Manager

Vol. 64, No. 42 Whole No. 2935

The Front Page

(Continued from Page One)

dishonest blow at legitimate organized labor.

The Canadian government has never faced, and so long as it can evade doing so probably never will face, the problem of defining just what certification means, what rights it confers on the certified union, what kind of behavior and what degree of responsibility it calls for, what effect is produced when the certified union is expelled from the Congress or Council of which it has been a member, and a dozen other vital questions. The Minister of Labor has told us that owing to certain considerations which he did not very specifically set forth, the new union, the S.I.U., had a perfect right to act as bargaining agent in a field for which the C.S.U. had been certified; but he did not cite any text in the Dominion labor legislation to support that opinion, and while we do not doubt that the opinion is right we doubt if there is anything in the labor legislation on which to base it.

The plain truth is that the Communists are being enabled to paralyze international trade in a dozen great ports, simply because of the woolly thinking, bad draftsmanship, indecision and trepidation of the Canadian lawmakers. It should have been possible, in full conformity with the law, to deprive the C.S.U. of its certificate months ago, on grounds of the anti-Canadian character of its leadership, its flagrant use of violence, and the unreasonable character (having in mind the nature of marine employment) of its demands.

Rousseau Returns

WE NOTE in the Roman Catholic Universities of Canada a lively and apparently growing interest in that once gravely suspect author, Jean Jacques Rousseau. This may be due in part to the influence of Jacques Maritain, who in 1925 included Rousseau in his important study of "Trois Reformateurs." The latest evidence of the interest is a very scholarly and valuable book published by the University of Toronto Press entitled "Julie or La Nouvelle Héloïse" (\$3.85). Its author, Dr. M. B. Ellis, has already been noticed in these columns for a small but discerning study (in French) of the Quebec poet and novelist Robert Charbonneau.

Dr. Ellis holds that Julie and her moral and spiritual development constitute the whole central theme of the Rousseau novel, that her lover Saint-Preux is not an expression of Rousseau's own opinions, and that his passion (reflected in Julie during the brief period of their liaison) is not conceived by the author as a legitimate triumph of "nature" but as the very opposite, "nature" in the Rousseau sense being represented by the maturer Julie in her strictly non-passionate marriage with Wolmar. Nature and passion are in violent opposition in the Rousseau theory, and passion is the product of an entirely "unnatural" life of luxury which is totally alien to the "natural" man. This thesis, which is ably supported, seems to give a new turn to Rousseau interpretation, making him a much less dangerous influence than used to be supposed. We find it strange that Dr. Ellis makes no reference whatever to the real-life figure of Mme. d'Epinay, from whom some at least of the features ascribed to Julie must have been derived.

Of Last Words

THERE has been some revival of discussion lately, in which the *Montreal Star* has been participating, on the question which, of two recorded utterances, was the real "last words" of William Pitt. The general version in the history books is that he said "Oh, my country! How I love my country!" The alternative version, based on a record by Disraeli of a conversation which he had many years later with a venerable waiter at Bellamy's who had known Pitt as a patron of that establishment, is that he said "I think I could eat one of Bellamy's pork pies."

For ourselves, we have no interest whatever in the question which of these two somewhat different stories is the actual truth and which is the myth. What does interest us is the change in the tastes and attitudes of the public to which each was directed. At the time of Pitt's death, even if he had said "I think I could eat one of Bellamy's pork pies," nobody would



have regarded that as a proper "last words" to be recorded for posterity. By the time we get to Disraeli the public attitude about last words is changing, and today it unquestionably prefers—as does the *Montreal Star* and as we do ourselves—the homely reference to something tasty to eat.

There is an age which expects great men to die saying "Oh, my country! How I love my country!" and there is an age which expects them to die with much the same sort of thing on their lips as ordinary little men, and which is pleased when a pork pie is the last object of their thoughts.

If Mr. Stalin dies a natural death we shall watch with interest for the "last words" that the Politburo puts into his mouth. They will be profoundly significant of the needs and tastes of the Communist world at the moment. But we do not expect them to have the slightest relationship to what he actually says.

If Mr. Stalin does not die a natural death, but has time in which to compose a farewell utterance, a very proper and natural one, it seems to us, would be: "Trotsky, here I come." But the Cominform would certainly deny that he ever said it.

Looking for Signs

THE relations between Mr. C. George McAree and Mr. George Drew are so all-important at the present moment for the future of the Conservative party that it is inevitable that people with an interest in politics should watch for the slightest indication of what those relations are likely to be. So far there has been no hint of an indication from either side—with one possible exception.

On July 16 Mr. McAree included in his Saturday column of excerpts from his mail a letter from a correspondent in Mr. Drew's home town of Guelph, the tone of which was extremely critical of Mr. Drew's qualifications, as a personality, for the leadership of a national political party.

In view of Mr. McAree's well known independence as a columnist, this may have no significance whatever as regards the future course of the *Globe and Mail*. In view of the fact that it was merely a letter from a correspondent, it may have no significance as regards the leanings of Mr. McAree himself. On the other hand . . .

We need not reiterate our conviction that disapproval by the *Globe and Mail* would be the best possible testimonial to Mr. Drew's right to retain the leadership.

A Tragic Abbé

THERE has not been too much work done on the history of the currents of thought in French Canada, if we exclude political thought, but the task is being tackled. Dr. Séraphin Marion has managed to get a good deal of it into the previous five volumes of his history of French Canadian literature, "Les Lettres Canadiennes d'Autrefois", and the sixth volume, which is really a self-contained study properly entitled "La Querelle des Humanistes Canadiens au XIXe Siècle", is wholly an essay in the history of opinion. (Editions l'Eclair, Hull, Que., and Editions de l'Université, Ottawa.)

ment as set forth by Mr. Justice Douglas is very far-reaching, including approval of free speech "when it induces a condition of unrest, creates dissatisfaction with conditions as they are, or even stirs people to anger". There does however seem to be some failure here to distinguish between the anger which causes a desire to improve things by constitutional means and the anger which, as in Chicago, causes people to throw stones and bottles at those of whom they disapprove.

It seems to us that the fundamental objection to all attempts to suppress free speech on the sole ground that it would tend to produce a breach of the peace is that it vests the power of suppression in that element of the community which is likely to resort to disorder. If a considerable body of persons threatens, or acts so as to appear to threaten, to behave in a disorderly manner if certain things are said, or if a certain speaker speaks, then under the tending-to-produce-a-breach doctrine the police are entitled to prevent these things from being said or this speaker from speaking. That is the condition which exists today in the province of Quebec in regard to public meetings of the Witnesses of Jehovah; the things which they say are not in themselves unlawful, but the attitude of some Quebec communities towards them is such that the utterance of them is very likely to be followed by disorder. If that fact is held to make the utterance unlawful, it follows that the power to decide what is and is not lawful in these special circumstances is handed over to a mob, and we do not like the idea of any mob being invested with such authority or acquiring it in such a way.

Right of Exclusion

THE labor councils which are protesting the action of the United States authorities in excluding from that country certain Canadian delegates to international labor conferences are making a grave mistake. They are attacking the whole principle of the right of a nation to exclude those whom it considers as undesirables, and in so doing they are attacking a principle which is of the highest value to themselves—and which they would support with just as much enthusiasm if a case came along in which it served their ends. Labor leaders are not the only people who are guilty of this sort of inconsistency, but they are guilty of it much too often for their own good.

The argument put forward by these labor councils has been expressed by an officer of the Oshawa local of the U.A.W., the union affected by the latest exclusion. It is that the delegates should have been admitted to the United States "because they were democratically elected by workers in their local plants." The fact of having been elected by a plant local is no guarantee that a delegate is a desirable person to be admitted to another country. It is even no guarantee that he is a desirable person to be admitted to an inter-union council in his own country, as the C.S.U. has very amply proven. There may even be some doubt whether it is a guarantee that he was "democratically" elected; but even if it were the other things would not necessarily follow.

It is always possible for the right of exclusion to be unwisely or unjustly used, and the proper ground of protest against any particular exclusion is that the person excluded is not of a character to justify the exclusion. But the argument that there should be no exclusion whatever of any person elected by the workers in a given plant is one that can do no good to anybody except the Communists, to whom it would extend the right of free movement across international borders whenever they can get themselves thus elected—which as any labor man knows is not a particularly difficult trick.

THE WATER-BABES

"The increasing skimpiness of swim suits has created a doctor's dilemma, Dr. Milo Brooks told the California Medical Association: the profession is undecided where to make vaccinations without leaving visible scars."—*Time*.

JULIA, Nadine, Campaspe, Sheila, Helen, Clarissa, Philomela, Frolicking on the silver sand, Fairies in summer's wonderland; Wearing habiliments daringly brief The size of a pocket handkerchief, Distracting the scrupulous vigil of each Glistening life-guard parading the beach. Worshipping sunshine, soaking it in—Cursing the doctors who ruined their skin. Sobbing with eyes like scintillant stars—Worrying over their shoulder-scars. But why should they worry, say I, say I—Who in the dickens is looking that high?

J. E. P.

A C.C.F. Leader Analyzes Election, Seeks Reasons For Set-Back

By MILLER STEWART

Has Canada's Left Wing been winged by the overwhelming Liberal victory on June 27? Have the hopes of the Canadian supporters of the concept of the welfare state been severely checked? Has the Canadian party system taken on a new alignment that reverses for Canada the worldwide trend towards Socialism?

These questions, plus the problems that the C.C.F. will face in the immediate future, are discussed by the chairman of the Electoral Committee of the Ontario C.C.F.

A defeated candidate in Middlesex East in the recent federal election and in Middlesex North in the 1948 provincial election, Miller Stewart reports that he "still retains a precarious hold on public office" as councillor of the summer village of Sturgeon Point on the Kawartha Lakes.

OBVIOUSLY serious Socialists cannot laugh off the results of the recent general elections as a mere example of the vagaries of a capricious electorate. This is the first time since the formation of the C.C.F. as a party that a national election has not registered a forward move in popular support,—the first check in a steady, long maintained and (from the Socialist standpoint) healthy if not sufficiently rapid progress.

Several grave questions confront Canadian left-wingers. Among them are these:

Can a third party thrive and develop in Canada, or does the political climate call for a two-party system?

Has the worldwide trend towards the Welfare State by-passed Canada completely,—or is it diminishing in strength, with Canada as an early example of the decline?

Does the "Liberals in a hurry" label fit a large proportion of the C.C.F. support, or will the next political breeze bring a lot of the present

Liberal "Socialists in low gear" into the more leftist party?

Can the left wing of the Liberal party swing that party into a measure of Socialism that will be satisfactory to moderate Socialists?

Can the Liberals continue to be the only party in Canada possessing nation-wide support?

Before considering these questions in detail, it may be desirable to look behind the facade of the parliamentary party system in Canada and ascertain the nature of the support enjoyed by the various parties across the country.

A close study of the figures reveals that the Liberals won 74 per cent of the parliamentary seats with a bare 50 per cent of the popular vote; an increase of 10 per cent in their popular vote resulted in an increase of 35 per cent in the seats they hold.

Comparisons Impossible

Comparisons in the Tory vote are impossible because in the preceding election the party had practically no candidates in Quebec. The vote given to its candidates in Quebec constituencies which had no Conservative candidate in 1945 more than accounts for the 3 per cent increase shown by the total, so that in the other provinces there was a loss of voting strength, although not to the extent of the loss of 38 per cent in seats held.

One factor in this discrepancy between the popular vote and the resulting seats is the immense disparity in voting power between the urban and rural areas. This disparity works heavily against the industrial labor voters, who can ordinarily be relied on to provide a large part of the C.C.F. strength. The total potential vote in Glengarry, for example, is under 11,000; in York East it is over 90,000. In Quebec the urban 50 per cent of the vote elects only 13 per cent of the members.

There is the story of a much-needed reform in these figures, but there is also an indication that the mere study of the party figures in the elected House is likely to give a very distorted idea of the shifts in voting opinion. On a swing-back, the Tories who voted Liberal out of dislike for the party set-up, and the C.C.F.-ers who voted Liberal because they thought it was the only safe way of defeating Mr. Drew would snowball against the Liberals in just the same bewildering fashion as they snowballed towards them on June 27.

Coalition

Again, a close study of the Liberal party will reveal that it is actually a coalition of two parties with widely differing philosophies: the *Blues* of Quebec with their headquarters at the Reform Club in Montreal, and the English-language Liberals who used to have their head office under the hat of Mr. Mackenzie King. The cohesive principle that has held these very diverse elements together is simply the political acumen, and the mastery of equilibrium, that fill that remarkable bonnet.

To a Socialist, Mr. King's social and economic policies may seem like vague generalities, and his general political philosophy that of nineteenth-century *laissez-faire* Liberalism. But his skill at mediation and compromise, and his instinct for politi-

cal timing, have kept the party in power for all but five years of the past thirty—and of thirty-five if Mr. St. Laurent hangs on for the full term of his parliament. Belated recognition of his stupendous feat in bringing Canada through the Second World War without a split played no small part in the large Liberal triumph, though not much has been said about that fact in the press.

With Mr. King gone, the link that binds these diverse elements together becomes a great deal weaker. The job of keeping up the liaison will lie chiefly with two Ontario ministers, Messrs. Paul Martin and Lionel Chevrier, able men but not in the same class as their late leader. The Liberal hold on Quebec is by no means as formidable as the election results seem to suggest. The province is still in a highly volatile state politically as well as industrially, and its political weather five years from now cannot be prognosticated with any certainty.

The Liberal hold was definitely precarious six months ago, and was only restored by the ineptness of Mr. Duplessis in regard to labor and his alienation of the support of the Roman Catholic Church, which in the

process of unionization which is bound to progress enormously in their province during the next five years, and to which the church is now showing itself definitely sympathetic.

It is in Ontario, however, that the most remarkable feature of the whole Liberal landslide occurred. Here the

DEPARTMENT OF EDUCATION

The Ryerson Institute of Technology

offers the following Courses on the Junior College Level

(A) TWO-YEAR COURSES

- Architectural Draughting
- Food Technology
- Design
- Jewellery and Horology
- Journalism, Printing and Publishing
- Industrial Technology
- Costume Design
- Electronics
- Furniture
- Photography
- Mechanical and
- And a new course in Industrial Chemistry for Laboratory Technicians.

(B) ONE-YEAR COURSES

- Retail Merchandising
- Practical Course in Food Economics
- Science of Baking
- Radio Announcing and Production.

Classes commence September 13, 1949.

A number of the courses are filled for the academic year 1949-50 but registration may be made now for classes commencing September 1950.

For detailed information on the courses, the admission requirements and the schedule of fees, write for a Calendar to

THE REGISTRAR,
RYERSON INSTITUTE OF TECHNOLOGY,
50 GOULD ST., TORONTO, ONT.

More Telephone Workers...

AND HIGHER WAGES HAVE GREATLY INCREASED OUR COSTS

IN THE PAST five years the number of employees has doubled and our payroll has gone up from 20 million dollars to over 50 million dollars. Yet, up to now, despite rising costs on all sides there has been no increase in the basic telephone rates established 22 years ago.

To meet unprecedented post-war demand for more telephones, our expansion and improvement of service have of necessity taken place in a period of rapidly rising costs. Most businesses have offset their higher costs by higher prices for their products. We have not yet done so.

You can be sure we will keep on doing our best to provide you with adequate and constantly improving telephone service—and to provide it at the lowest rates consistent with a fair return to our investors and employees.



THE
BELL TELEPHONE
COMPANY
OF CANADA



Motoring's more pleasure

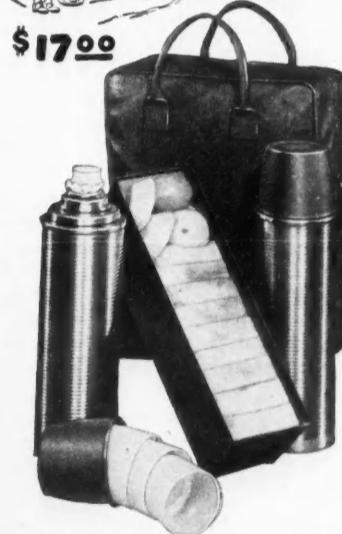
WHEN YOU TAKE ALONG A

THERMOS
TRADE MARK
BRAND

Picnicker



\$17.00



Here it is, Mr. Motorist—a handy kit that makes a hit when meal time comes 'round on picnics, fishing or motor trips. This handsome Thermos brand Picnicker is a strong, zippered, brown leatherette case with white sanitary lining—convenient to pack and carry. Contains two large 30-ounce Thermos brand vacuum bottles with four nested plastic cups on each and metal sandwich box. Price complete—\$17.00.

Look for the name Thermos and be sure you buy a genuine Thermos brand Picnicker.

If your local dealer is unable to supply you, write direct for details and descriptive folder of Thermos brand goods.

THERMOS BOTTLE COMPANY LIMITED
1239 Queen Street West - Toronto
American Thermos Bottle Company
Norwich, Conn.
Thermos (1925) Limited
London, England

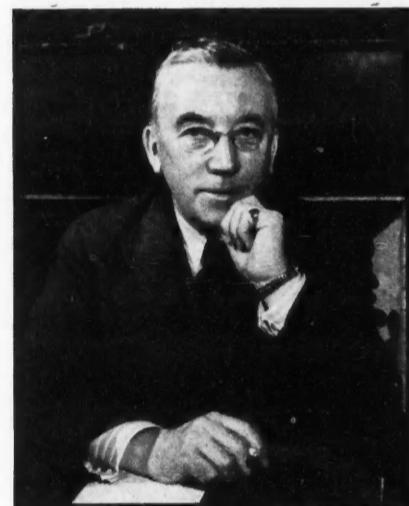
C.C.F. was expected to improve its standing, especially in the industrial areas—but the "Save us from Drew" slogan overshadowed everything else, and these areas (incredible as it must seem to any Socialist) actually voted for the party of Mr. Humphrey Mitchell. That no fewer than 56 out of 83 Ontario seats should go Liberal is not a condition that can be expected to repeat itself very often.

The only solid defence put up anywhere against the Liberal avalanche was that of the Social Credit party in Alberta, and that seems to be because the two successive provincial regimes of the United Farmers and Social Crediters have killed off entirely the traditional and hereditary followings of both old parties except in the cities and mining towns. There must be towns in the foothills where a real live Tory or Grit would be as great a rarity as a Lama or a Musselman.

Loose Loyalty

That the C.C.F. suffered from a too loosely held loyalty on the part of many members, as well as from a too easy acceptance of skilful Liberal propaganda, it is futile to deny. Obviously the lack of a body of traditional and hereditary supporters is a handicap, which compels a new party to make greater demands upon the allegiance of its adherents. Whether the losses indicate a failure to develop a genuine sense of participation in party affairs among the rank and file of the trade union and farmer members is something which the leaders of the movement will have to set themselves to find out.

There is a considerable division of opinion in the party as to the attitude that it should take about expecting to attain power. What it actually did was to admit frankly that it had no expectation of forming a government after this election. Many members feel that this was an error in tactics. Many others, however, favor the effort to condition the party's



Capital Press
C.C.F. RECONSIDERS strategy of leader M. J. Coldwell, who was aiming only to become official opposition, not to secure clear majority.

supporters to the view that national power should not be aspired to until a nationwide organization has been set up, that candidates should be run only in such constituencies as have proper organizational resources, and that the objective should be an opposition group of moderate size and the greatest possible talent until a national slate of strong candidates can be presented.

Futile

It seems futile to aspire to national power until Ontario and at least two more provincial citadels have been won. The C.C.F. has shown great strength in industrial Ontario and Mr. Jolliffe has in the last provincial session shown that a strong opposition group can have a vital effect upon public affairs and will win many adherents in that manner.

Nothing that has developed out of this election proscribes the development of a third party except that a new party must command more than the ordinary amount of zeal amongst its supporters to offset the traditional loyalties of the old parties.

Nothing indicates that the international trend toward the Welfare State

has by-passed Canada completely, for both old parties gave strong indications that they felt that they too had to recognize this trend.

As long as large numbers of voters choose a party to vote for as casually as they choose a hockey team to cheer for, there will be a marginal fringe of voters who move with the political weather, as distinct from those who follow the political climate of their time and surroundings.

Casual Choice

Can the left wing of the Liberal party swing that party into the Socialist orbit? Not as long as such a

formidable part of the Liberal party consists of Quebec illiberal elements.

Are the Liberals likely to remain the only party in Canada with nationwide support? There would appear to be no more similarity between a Quebec Bleu and an Ontario Grit than between a Mississippi Democrat and a New York New Dealer.

Finally the issue between the C.C.F. and the two old parties no longer seems to be whether we shall have a Welfare State, a planned economy and state ownership, but how much of these ingredients we shall have in our national system. It is essential that this issue be decided with sincerity, integrity, goodwill, and com-

mon sense as the deciding factors. In politics, it is fairly easy to admit an opponent's sincerity, possible to ac-

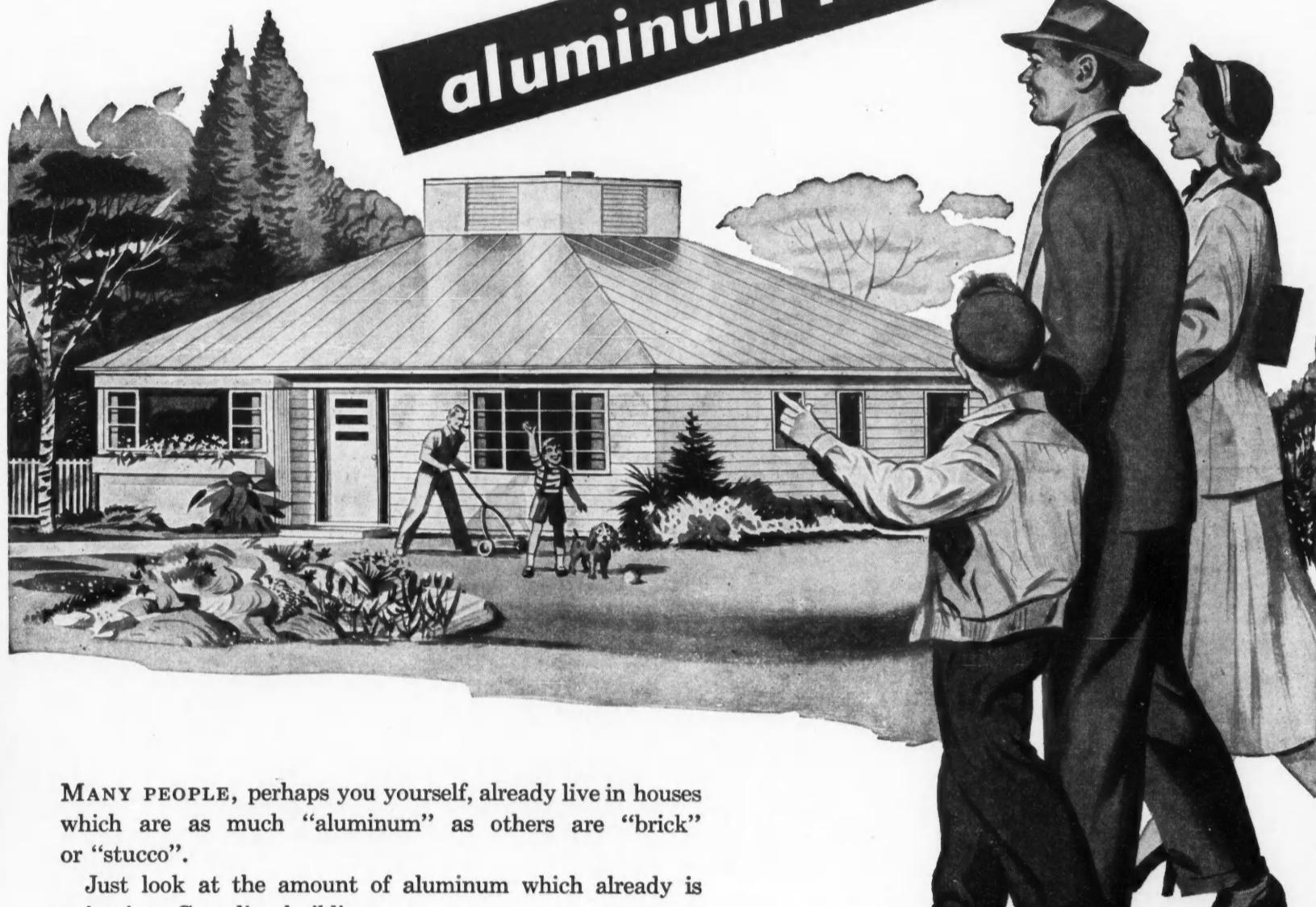
knowledge his integrity, his goodwill may be conceded, but to recognize his common sense—there's the sticker!

The DOMINION of CANADA General INSURANCE COMPANY

LIFE - FIRE
CASUALTY

One of these days you'll live in an...

aluminum house



MANY PEOPLE, perhaps you yourself, already live in houses which are as much "aluminum" as others are "brick" or "stucco".

Just look at the amount of aluminum which already is going into Canadian buildings:

Roofing and Siding — Last year alone about 100 Canadian fabricators shaped thousands of tons of aluminum for use as roofs and exterior walls.

Windows — Today a score of Canadian companies are making aluminum windows and sash which have unique advantages: they never warp, swell, shrink or crack, and never need painting.

Insulation — Aluminum has outstanding insulating properties. Already numerous Canadian companies adapt it to keep homes warm in winter, cool in summer.

Gutters, Flashing, Trim, Architectural Hardware — Because aluminum is attractive and lasts a lifetime, dozens of Canadian manufacturers are now kept busy making it into all sorts of forms for use outside and inside the house.

Ask your architect or contractor about aluminum for building. He knows the story of Alcan's continuing research into its uses. So he can tell you about its overall advantages and how you can profit from them when building or remodelling.



ALUMINUM COMPANY OF CANADA, LTD.

Producers and Processors of Aluminum for Canadian Industry and World Markets
MONTREAL • QUEBEC • TORONTO • VANCOUVER • WINDSOR

Why Aluminum?

Aluminum is becoming more and more popular for use in home building because . . .

. . . it does not rust . . . is practically indestructible. Therefore maintenance costs stay low.

. . . it is light and easy to handle, is very strong, needs only correspondingly light supports.

. . . it has an attractive natural finish, and can be painted if desired.

. . . like other building materials, aluminum can be used in houses of any design.

WASHINGTON LETTER

Congress Must Unite Armed Forces Or Truman Will Do It Himself

By JAY MILLER

PRESIDENT TRUMAN'S economic message disclosure that three quarters of the nation's 42 billion dollar budget goes for international responsibilities has improved chances for early passage of the long-planned unification of the U.S. armed services. When the President took to the air waves to tell the American people that opponents of government spending would throw people out of work and weaken national defences and peace prospects, he had two objectives. One was to deny existence of a depression and the other was to "build a fire" under the economy bloc in Congress.

Opponents are still sputtering about his charge that "selfish interests" have been trying to block his social welfare program, but economy advocates are getting behind the President's call for action on military unification. Mr. Truman had served notice on the House Armed Service Committee that unless it reversed its 13-to-12 vote pigeon-holing the unification bill he would unify the armed services by reorganization order.

Chairman Vinson of Georgia asked the committee to reconsider its de-

cision. Most likely Congressional action was that legislation will be introduced to put Title Four of the bill into effect. An uncontroversial item, this Title Four would set up a civilian comptroller for the armed services and create sweeping fiscal reforms. Most of the economies expected from unification would thus be put into effect through these budget reforms.

The Hoover reorganization commission has been pressing for action on unification. Opponents of a closer merger of the fighting services are now confronted with the possibility that Mr. Truman may present a unifying order that will be liked far less than the present Tydings measure. It would require a total of 218 negative votes on the floor of the House to defeat such an order. Such a vote is extremely unlikely.

Government legal experts say that President Truman can do almost as much with a reorganization order as can be done by Congress in the present bill. He could not make the fiscal changes called for in Title Four, because they involve the general accounting office, which is an agency of Congress. While Mr. Truman could not change the army, navy and air force from executive departments to military departments, he could, by the proposed order, create the projected new Department of Defense. He could then make the other three departments subservient to it.

The President could also expand powers of the Secretary of Defense and carry out many other major features of the Tydings Act, the experts say. He could remove the three service secretaries from the National Security Council and create a chairmanship for the Joint Chiefs of Staff. The Senate Armed Services Committee delayed its vote on the 300-million-dollar armed service pay raise bill, because some Senators objected to its enactment until the House Committee had prepared the way for other military economies by passing the unification bill.

Meantime Defense Secretary Johnson's personal unification order seemed to be working out satisfactorily. He told heads of the armed forces to get together for relaxation and better understanding at regular intervals. Generals Bradley and Vandenberg and Admiral Denfield played golf at White Sulphur Springs, W. Va., and seemed to enjoy this phase of the Secretary's plan for unified "cross education" of the heads of the three services. All except Secretary Johnson, who decided to stay in Washington to direct strategy in the fight for armed services unification.

If Mr. Truman does decide to send an armed services unifying order to Capitol Hill, Congress would have to veto the plan within 60 days to prevent it from becoming law. The President thus may have a trump card on merging the services, provided Congress stays in session long enough.

A CAMPAIGN SPEECH? Republicans Call Truman Talk Merely Politics

REPUBLICAN opponents of the Truman Administration contend that the President made use of his time on the major radio networks for his Economic Report to deliver a campaign speech, largely devoted to clouting the 80th Congress. They deny his claim that he has paid off more of the national debt than all other Presidents combined. They recall that after World War II ended the balance of the Victory Loan amounting to 20 billion dollars was applied to the debt.

They point out that the nation had a 38 billion dollar budget two years ago and that he has now increased it to 42 billions when receipts have dropped from the peak 44 billion to 37 billion. As a topper, they contend that his advocacy of continued high federal spending "can produce a return of inflation and a lack of confidence in the integrity of the dollar."

WHO WANTS DEPRESSION?

Truman Economic Comment
Has Political Aftermath

PRESIDENT TRUMAN'S charges in his statement clarifying his economic message that "selfish interests" "would like to have a depression for political reasons" had a political aftermath.

Senator Wherry of Nebraska, Republican leader in the Senate, responded that "the Truman Administration is the crowd that is leading us into the ditch. The administration is taking us right down the avenue of deficit spending, and I don't know how we could go into the ditch any faster or deeper." Mr. Truman departed from his prepared speech to point out that his administration had paid off more of the national debt than the administration of all other Presidents together.

Mr. Truman presented a breakdown of the budget in his radio and television speech, which was highly reminiscent of his "give-em-hell" oratory of the 1948 election campaign. He pointed out that only 12 per cent of the U.S. budget is paid to Federal civilian employees. Three quarters of the budget is used for international obligations. Fourteen billion dollars goes for national defense, seven billion for interest in the national debt and benefits for war veterans. The remaining 10 billion pro-

vides for all other functions of the government.

The chief executive charged that the people who want economy now have long opposed his social programs and resources development plans. He says they resisted social security, housing, a minimum wage law, and public power development from the start. Mr. Truman met heavy opposition from Republicans when he charged that the five billion dollar tax cut they had enacted in the 80th Congress over his veto had

brought about the budget deficit.

Senator Millikin of Colorado contends that the tax cut put that much more money into the hands of people for spending and staved off the "present depression". Mr. Truman paraphrased his predecessor, the late Franklin D. Roosevelt, when he said: "The tools are at hand for continued economic expansion. All we need is the courage to use them." The argument, which will be heard well into the 1950 campaign, is still raging as to "who put the country in the ditch."

Trafalgar School
FOR GIRLS
BOARDING AND DAY SCHOOL
Courses to University Entrance



Trafalgar School is in the residential section of Montreal and centrally located on the slope of beautiful Mount Royal with skating, tennis and a gymnasium on the grounds.

For information write to the principal
Miss Joan M. Foster, M.A., Ph.D.
McGill, Oxford and Bryn Mawr

Trafalgar School Established 1887
3495 Simpson Street, Montreal • Affiliated with McGill University

OVENDEN

SCHOOL for GIRLS
BARRIE - Ontario
(RESIDENT PUPILS ONLY)

Preparation for the Universities—music
—art — handicrafts — dramatics —
domestic science—riding—summer and
winter sports. Fullest development of
personality and individual abilities.

For Prospectus apply to the principals.

Ashbury College

ROCKCLIFFE PARK OTTAWA
Founded 1891

The only independent
school for boys in the capital
of Canada. Boarders and day
boys accepted.

Boys 7-18 prepared for the
Universities, the Service Col-
leges, and Business.

Next term commences Wednesday, Sep-
tember 14th; boarders returning the night
of Tuesday, September 13th.



For information concerning admission,
scholarships and bursaries, apply to
C. L. Ogden Glass, M.A., Headmaster

THE GROVE SCHOOL

LAKEFIELD

Nestling in the lovely Kawartha Lake
region is this Residential Country
School for Boys that has been turning
out some of Canada's leading citizens
since 1879.

The environment assures good health;
the faculty offers sound scholastic
tuition from Primary Grades to Senior
Matriculation; and the broader train-
ing in religion, music and the arts
is always kept to the fore.

Naval cadet training.

For Information Write

The Headmaster
G. WINDER SMITH, B.A.
Lakefield, Ont.

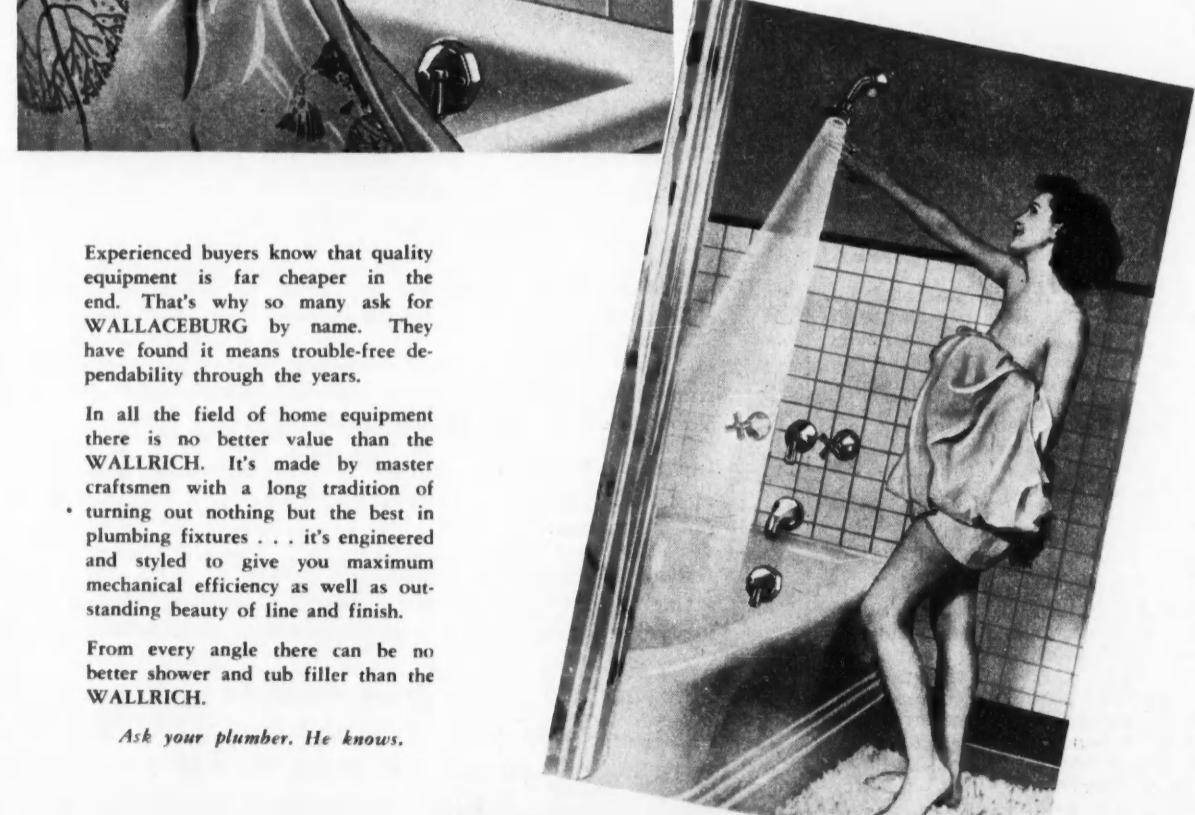
RE-OPENS SEPT. 13th



For Long Years Of Satisfactory Service . . .

The WALLRICH

SHOWER and
TUB FILLER



Experienced buyers know that quality
equipment is far cheaper in the
end. That's why so many ask for
WALLACEBURG by name. They
have found it means trouble-free de-
pendability through the years.

In all the field of home equipment
there is no better value than the
WALLRICH. It's made by master
craftsmen with a long tradition of
turning out nothing but the best in
plumbing fixtures . . . it's engineered
and styled to give you maximum
mechanical efficiency as well as out-
standing beauty of line and finish.

From every angle there can be no
better shower and tub filler than the
WALLRICH.

Ask your plumber. He knows.

**WALLACEBURG BRASS
LIMITED**

Wallaceburg — London — Toronto — Montreal — Winnipeg — Vancouver

IN SILVER IT'S STERLING . . . IN PLUMBING FIXTURES IT'S WALLACEBURG

Visitors' Endurance Astonishes Restriction-Weary Britons

By P. O'D.

London.

ODD as it may seem, the tourist trade for the second year in succession has earned more dollars than any manufacturing industry in this country. The figures for 1948 show that over 504,000 visitors came to Britain and spent something like £47,000,000, of which £21,000,000 was in so-called hard currency—meaning, I suppose, that it is so hard to get.

For the present year it is expected that the number of visitors will rise to over 560,000, and that they will spend in one way and another approximately £55,000,000, of which it is hoped that getting on for £20,000,000 will be in American money. I don't know how the Travel Association can speak with such detailed positiveness about all this. Travelers to my uninstructed mind, seem as unpredictable as swallows. But then, of course, swallows don't book passages and accommodation. It may be that the T.A. really has something to go on. At any rate, it was right last time, and one can only hope that it will be right again.

An interesting feature of this tourist traffic is that most of the visitors are people on holiday—and from the Continent. The number of business visitors, except from America, has fallen below pre-war levels; but the number of pleasure-seekers, if one may so describe them, is well above the average for the years just before the war. Most of the visitors stayed two weeks or more—with the average for Americans placed as high as 17 days. They seem able to take it a little better.

All this is very gratifying but also rather astonishing to the modest native, conscious as he is of the numerous handicaps and restrictions under which the people labor whose business it is to house, feed, and entertain visitors. He can understand tourists wanting to come, but he is apt to think of them as taking a quick and slightly horrified look around, and then dashing off to the Continent—American visitors especially—there to eat, drink, and make merry. It is what he prefers to do himself. But Britain is still a very beautiful and interesting country, and it has much to offer the visitor. Happily the visitor himself and his family seem to think so, too.

Wimbledon's Pre-War Glory

WIMBLEDON seems to have recovered all its pre-war glory as the world's premier lawn-tennis tournament—with the weather this year magnificently contributing. Never have the crowds been larger or more enthusiastic, or the big matches more strenuously and closely fought out. This year's meeting has been in every way an immense success—coinciding, by the way, with the Silver Jubilee of the International Lawn Tennis Club, which is all very pleasant and appropriate.

The I.L.T.C. is one institution of the sort which has really fulfilled its founders' hopes, and made a genuine and important contribution to international sport. The matches at Wimbledon may not always be as friendly as they seem, but at least national rivalries are kept decently in their place. And the good manners of the galleries are really good.

As to the quality of the tennis at this year's meeting, it is probably as high as it ever was—with all due respect to the old-timers whose memories go back to the great days of Wilding and McLaughlin, and even farther still to the legendary Dohertys and Renshaws. Being something of an old-timer myself, I recall Tilden and Billy Johnson and the famous Frenchmen, Borotra and Lacoste and Cochet, in their prime—and of course the incomparable Suzanne Lenglen. I find it hard to believe that any lawn tennis could be quite so good as theirs, but I am probably wrong.

The only thing that might raise the

standard of lawn tennis at Wimbledon higher still, probably higher than it has ever been before, would be to establish an open championship which would admit the great professional players of the day to the competition, among them several former Wimbledon champions. If "opens" in golf, why not in tennis? Then we should really see at Wimbledon all

the greatest players of the game, and should settle the much-discussed question of the relative standing of the leading amateurs and professionals.

There is a general demand for such a competition, and one of these years we shall probably get it, fiercely as the diehards cling to the complete amateurism of Wimbledon—though just how complete it is there are cynics inclined to question. Stories are told, but really nice people, I suppose, refuse to believe them. I am not a nice person.

Blue Blood—Horse Type

FOR many years, for generations even, foreign breeders of race-horses have been grumbling and protesting about the restrictions on

entry to the General Stud Book in this country. A foreign horse had to have an ancestry almost as long and distinguished as that of a royal Hapsburg to stand a chance of getting into it; and no career on the turf, however brilliant, made any real difference. It was all a question of patrician descent.

Unfortunately for this aristocratic exclusiveness, foreign horses not considered eligible for the Stud Book have shown at times an embarrassing ability to run faster than horses that were in the Stud Book. They have in fact made nonsense of the restrictions, and now at long last it has been decided to ease the rules of entry. Not that they are being eased so very much. The new rule reads:—

"Any animal claiming admission

from now onwards must be able to prove satisfactorily some eight or nine crosses of pure blood, to trace back for at least a century, and to show such performances of its immediate family on the Turf as to warrant the belief in the purity of its blood".

At least a century! And "any animal claiming admission"! Can't you see the poor parvenus, fresh from their triumphs on the track, trotting up with a pleading look in their beautiful big eyes, or perhaps trying to brazen it out and barge right through the guarded gate into the royal enclosure, and being told to get back where they belong? So far as the Jockey Club is concerned, it is still only blood that counts—even if it doesn't win races.



M-H Farm Machines are taming African wilds to build 3-million-acre peanut plantation

Another example of Massey-Harris partnership with food producers

in all parts of the world.

cultivation by old-time methods, because tropical heat and tsetse fly prevented both men and animals from doing the necessary physical work. But now, with modern farm tractors and modern labor-saving farm equipment, this vast region is being added to the world's food-producing area.

Massey-Harris equipment is being used exclusively for all tillage, cultivation and harvesting operations in this project. The 102-year partnership of Massey-Harris with farmers throughout the world, in the pioneering and expansion of agriculture, has placed Massey-Harris in a position of acknowledged leadership among food producers everywhere. Wherever you find a swing toward modernization in agriculture, there also you find Massey-Harris equipment in use and in demand.

IN African Tanganyika, more than three million acres of virgin land are being brought under cultivation. It's the world's all-time biggest agricultural project...and is aimed mainly at the production of peanuts, valuable source of vegetable oil.

For centuries, this potentially productive land has grown nothing but underbrush and trees of little value. It could not be brought under

MASSEY-HARRIS

A CANADIAN
COMPANY WITH
A WORLD-WIDE
ORGANIZATION



PORTS OF CALL

A Blend of Flowers And History In Bermuda's Loveliest Season

By BERYL WILLIS

TALL hedges of oleanders and hibiscus, making brilliant splashes of color along Bermuda's winding roads and paths, and her beautiful flower gardens are among her chief charms for visiting Canadians. Vying with these attractions are historic points of interest and romantic scenes.

The lovely hibiscus in varying shades of pink, scarlet, yellow and white blooms continually. Other flowers are the pink, red and white oleanders, the exotic passion flowers and the sweet scented nasturtiums. All over the islands one comes upon purple and deep red bougainvillea, the familiar red, white and blue sweet peas, rose geraniums, fragrant freesias, begonias, crotons and other colorful flowers and shrubs.

Many of these flowers may be seen at the public gardens of the Agriculture Station in Paget, about a mile from Hamilton. The Par-La-Ville Public Gardens are in the heart of Hamilton adjoining the Bermuda Public Library while Victoria Park is located on Cedar Avenue near the Tennis Stadium. At the eastern end of the islands there is Somer's Garden in St. George.

Visitors have the opportunity of visiting some of Bermuda's beautiful old homes and private gardens which are opened to the public through Bermuda Garden Club sponsored tours. The proceeds from the small fee charged go towards the publication of a book on Bermuda flowers.

For the sightseers there are numerous points of interest to hold their attention. Reminiscent of the colony's early history are the more than 30 forts, long abandoned, which are the oldest and most picturesque British forts in the western hemisphere. Many of them, honeycombed with underground tunnels, lead to dark dungeons. Probably the most important historically is Fort William in St. George. From this fort, on the night of August 14, 1775, a group of Bermudians, sympathetic to the American colonies in their revolution against the British, stole 100 barrels of gunpowder and shipped them to General George Washington. This gunpowder is said to have been instrumental in causing the retreat from Boston.

Beautiful panoramic views of the islands may be had by climbing to the tops of the two lighthouses. On St. David's Island adjoining Kindley Air Field is St. David's Lighthouse, built of native limestone weathered by wind and storm for over 65 years. From it one has a magnificent view of the eastern end of the islands. Equally impressive is the view of the western end from the top of hundred year old Gibbs' Hill Lighthouse in Southampton Parish. Situated on the top of a hill, the lighthouse is 374 feet

above sea level. Both lighthouses are open to the public.

In the capital, Hamilton, visitors are welcome to attend the sessions of the Bermuda Parliament, the second oldest in the British Empire. From the visitor's gallery they may watch

the procedure and listen to debates. Another inspiring sight is the Bermuda Cathedral atop Church Street Hill, a prominent landmark and a beautiful example of Gothic and Middle English architecture.

Other points of interest are the Bermuda Government Aquarium at Flatt's Village in Hamilton Parish on the edge of Harrington Sound. Here are numerous species of brilliantly colored fish in natural undersea settings of coral formations. The Aquarium houses one of the finest collections of marine life in the world. An added feature of the Aquarium trip is the opportunity to explore the bottom of Harrington Sound with the aid of a diving helmet. For \$5 one can go

out in a boat on a deep sea diving trip to see all the wonders of marine life and growth. For those who prefer to stay dry there are boat trips, at \$2 per person, to the sea gardens where one can look through a glass-bottomed boat at fish in their native habitat and all the beauty of the coral formations.

Another interesting exhibit of marine life will be found at the Devil's Hole, also on Harrington Sound, in Smith's Parish, within easy cycling distance from the Bermuda Government Aquarium. The Devil's Hole is a natural grotto stocked with hundreds of fish.

Around Harrington Sound to the east are the famous Crystal, Leam-

ington and Prospero's Caves, all within a radius of three miles. Here are the stalactite and stalagmite formations which transform the caves into underground fairyland. Each one has some special feature and is well worth study. The price of admission is \$1 per person.

In St. George, the quaint 17th century town at the eastern end of the islands, one finds old world charm along the picturesque, narrow roads bearing such intriguing names as Petticoat Lane, One Gun Alley, and Old Maid's Lane, bordered by century-old homes. In the heart of St. George is St. Peter's Church built on the site of the oldest English church in the western hemisphere.

CANADA PRODUCES SOME OF THE WORLD'S FINEST CODFISH



The meaty, tasty codfish you enjoy so much most likely came to your table from Canada. For Canada's rugged fishing fleets supply numerous varieties of appetizing deep sea fish to the peoples of many lands.

Why Seagram's sells Canada first

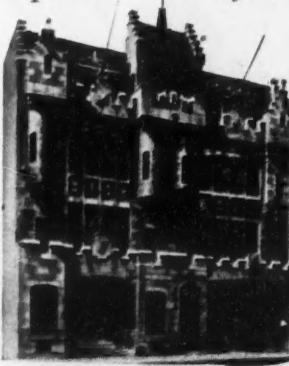
This advertisement is an adaptation of one of a series created by The House of Seagram to tell the peoples of other lands about Canada and her various products. For the past two years this campaign has been appearing in newspapers and magazines printed in many languages and circulated throughout the world.

Our prosperity is based on our ability to sell our products to other countries. Every Canadian has a personal stake in foreign trade, for one out of every three dollars of Canada's national income results from our trade abroad. The more that the peoples of other

countries know of the quality, variety and prestige of our products, the more likely they are to buy from us.

* * *

We feel that the horizon of industry does not terminate at the boundary line of its plants; it has a broader horizon, a farther view—this view embraces the entire Dominion. That is why The House of Seagram believes that it is in the interest of every Canadian manufacturer to help the sale of all Canadian products in foreign markets. It is in this spirit that these advertisements are being published throughout the world.



TWICE RESTORED after being smashed by a mad visitor to the British Museum a century ago, the famed Portland Vase (69 B.C.) now includes pieces formerly missing.

The House of Seagram

LIGHTER SIDE

The Lost Hammock

By MARY LOWREY ROSS

ALL I wanted, actually, was an old-fashioned hammock.

But there were no old-fashioned hammocks in the Furniture Department. There were glider-couches and cheslerglides and gliderfields and the modern equivalent of a hammock, a stretch of brightly striped canvas almost as unyielding as a surf-board and supported by iron cranes at both ends.

"Haven't you any of the old-fashioned hammocks that you attach to two trees?" I asked the clerk.

He shook his head. "We don't have much call for them. There aren't many people have two trees, I guess."

"I have two trees," I said, "and I want a hammock to hang between them."

"Would you be interested in some of the new patio furniture?" he asked.

I said rather irritably that patio furniture was absurd in our climate which provided a few weeks of blazing sun that drove us indoors to get out of the heat, followed by months of rigid weather which kept us indoors to escape the cold. We argued the point for a while but in the end we lost interest in each other and drifted apart.

It took several weeks of search but I finally discovered an old-fashioned hammock in another Furniture Department.

It wasn't the sort of hammock that had contributed so much to the magic of childhood. Those hammocks were four feet across, they had luxurious tasseled head-pieces and deep fringes that an industrious child could braid into pigtails through a whole satisfying summer afternoon. The hammock I bought was a meagre affair with no headpiece and an inch of ravelling in place of a fringe. It was the sort of hammock that used to be marked down to seventy-five cents for quick clearance at the end of the season and I paid several dollars more for it than anyone would have dreamed of asking for the luxury hammocks of childhood. Still it was recognizably a hammock and I was glad to get it, and waited eagerly next day for it to come up.

MY HAMMOCK didn't come up. I waited a week, then ten days, and in the meantime continued to telephone the Adjustment Office. At first they assured me it would certainly be up tomorrow, then as the days passed, they said they had put

BEYOND SPEECH

WILLOWS leaning over a brook,
And a bluebird flashing by;
The world with a new-washed look,
Withdrawn and shy!

And poets try
With imperfect tools called words
To rebuild that ineffable glory
Of sky and grasses and birds
And the soft, odorous gale,
Into a rhythmic story.
Poets—who always fail!

J. E. M.

ANOTHER CANADIAN CLASSIC BY DENT

**Untold Tales
of
Old Quebec**

by E. C. Woodley

illustrated by W. R. Stark

Intriguing tales of romance and adventure in old Quebec, including young Nelson's love affair with a Quebec beauty, rescued from oblivion and told with wit and artistry by an internationally famous historian.

Price
\$3.50

DENT

a tracer on it, and it would positively be up the next day. It didn't turn up the next day and I concluded, either that my hammock had been delivered to a Cheslerglide Type who regarded an old-fashioned hammock as too preposterous an object to bother returning; or else that it had fallen into the hands of a hammock-fancier who was unscrupulously hanging on to it. At the end of ten days I went



"He comes in every year about hibernating time."

down to the Adjustment Office and this time made a direct emotional appeal to the adjustment clerk about my hammock. I told her about my old-fashioned passion for old-fashioned hammocks, and how I had searched for one for weeks and having found it had built all my vacation plans around it. She listened with the vague yet startled air of someone who hears the horns of Elfland faintly blowing, but I must have interested her to some extent, for she disappeared for twenty-five minutes and then came back to say that the case had finally been cleared up

and I would have my hammock tomorrow.

Tomorrow brought no hammock, however. So I sat down and wrote a letter to the Head of the Adjustment Office. Actually it wasn't so much a letter as an angry and eloquent monograph on lost functionalism in modern design. I pointed out that it was now impossible to buy a hatrack in any department store, though a hatrack is as functional as a stepladder and far more indispensable; that people today had to stack their dripping umbrellas in baths and kitchen sinks simply because the retail trade had decided to declare the old-fashioned vestibule umbrella holder obsolete; that generations of women had resolved their anger and frustrations by rocking in rocking chairs, but the rocking chair had now disappeared from even the mail order catalogues; that any store gift shop would offer you a Japanese garden as a table centre-piece, or a glass menagerie for your window-ledges, but try to find an old-fashioned pin-cushion. I thus worked round to hammocks, pointing out that hammocks were the one human artifice perfectly adapted to indolence and relaxation, that a whole literature had been built about hammocks, and while there was still plenty of hammock-reading there were no longer any hammocks to read it in. Whoever heard of Cheslerglide reading?

IN THE end I tore up the letter and wrote a simple, direct appeal to the busy executive:

"Dear Sir:

"On June 19 I bought an old-fashioned hammock from your Furniture Department. I am still waiting for its delivery and no one appears to know what has become of it.

"I do not wish to put a private detective on this case. Isn't that the department of your Department?"

The next day the executive telephoned me. He was very pleasant and conciliatory. At the same time he was brisk and authoritative, clearly not the hammock type. He had been touched in his executive pride however, and he was now as determined as I was that I should have my hammock, which he assured me was on the way. We were in the

midst of a very agreeable conversation when the front door opened and the hammock was dumped in the vestibule.

I have spent most of my leisure time since in my hammock between my two trees. When I am not occupying it the neighborhood children take possession, lining up for turns. They are wonderfully exuberant about it and at the height of their play there is always a chance that one of them will come rocketting through the back window, but I haven't the heart to stop them. They belong to the porch-glider, and chesler-glider generation and I figure they are entitled to at least one of the wonders of old-fashioned childhood.

KING'S HALL, Compton

Boarding School for Girls
in the Country

Situated in the Eastern Townships near Sherbrooke. All grades to Senior Matriculation. Individual courses arranged if desired. Domestic Science Course for those not wishing to matriculate. University trained staff—Supervised sports—Indoor pool—Home Farm. Pasteurization Plant.

Principal: MISS A. E. GILLARD, B.A.
For Prospectus apply to Secretary
COMPTON, QUE.

Distinctive in BURGUNDY

DISTINCTIVELY new
in pattern and color,
for men in every walk
of life. This brogue
blucher in rich,
burgundy-shade calf
features matchless
Hartt craftsmanship.

THE HARTT

The HARTT Shoe
FOR MEN

AT BETTER SHOE STORES ACROSS CANADA

FREDERICK W. HARTT

COMMUNICATIONS...

**Courier of the World's
Most Complete Travel System**

~ ~ ~ Canadian Pacific

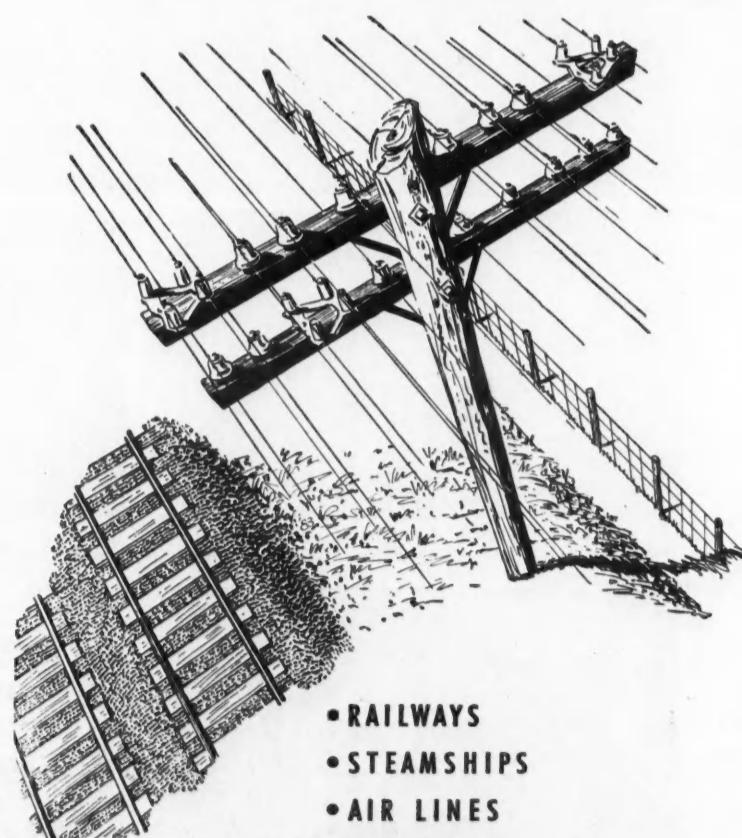
Communications, with world-wide connections, are links in Canadian Pacific's chain of world travel service. Messages are carried over Canadian Pacific's land lines in Canada and through its cable and wireless connections to all parts of the world, including ships at sea. Canadian Pacific also provides facilities for public and private long distance telephone service, radio broadcast transmission, general and financial news services, all on a nation wide basis.

This communications network is linked with Railways, Steamships, Air Lines, Hotels and Express to make Canadian Pacific the world's most complete travel system.



1949 is the year to see your Canada . . .

ask your Canadian Pacific agent for full information.



THE WORLD TODAY

Moscow Radio Enjoys Field-Day: "Capitalist Crisis Has Come"

By WILLSON WOODSIDE

THIS article, for a change, will be "just a lot of Communist propaganda." It is based on the monitored output of Radio Moscow to the Russian people and many other peoples of the world, during the first half of July.

The American recession and the British financial crisis, it is clear, have come as a veritable "godsend" to the Soviets—if one could say that of people who once erected, in Perm, a statue to Judas Iscariot. The conclusions of their leading economist Varga, which worried them even as they denounced them, holding that the capitalist economy had entered a new phase which would postpone its crisis for many years and that the old colonialism was being abandoned in India and other places, have been refuted. Marx's "scientific" predictions are being borne out. The "wave of the future" is rolling again!

"The capitalist world," cries the Moscow Radio's Home Service, "torn asunder by irreconcilable contradictions and conflicts, is uncontrollably

moving towards its decline . . . Yes! The climate of the capitalist world is changing. The barometer mercilessly shows bad weather. The forces of the old world are weakening, whilst the forces of the new Socialist world are growing and becoming stronger."

We know this is what they would like to believe. But to the vitally important question: do they really believe their own propaganda? one can never get a definite answer. There is always this about their propaganda, however: it invariably makes out black to be white, and accuses us of what the Soviets themselves are doing. This is in accordance with one of the fundamental Marxist-Leninist precepts. To follow it so carefully, someone must know what is black and what is white.

To take an iron-clad example. In the Kremlin they know perfectly well the true Soviet production figures for 1948. They know that even if the plan had been fulfilled they would not have been back to the pre-war level; and there were many, many articles in their press pointing out that the plan was not being fulfilled in this and that sector.

They know that American production was running all last year at exactly *double* the pre-war level, and that these statistics, like those for Canada and Britain, are compiled with complete openness, while the figures for the Marshall Plan countries are checked by the O.E.E.C. in Paris; whereas they have passed a law imposing twenty years hard labor on any Soviet citizen revealing even a single economic fact to a foreigner. Thus they realize perfectly well that they have put one over on the U.N. in getting that organization to accept their unchecked production claims and print them in its world economic survey for 1948.

How They Falsify

Knowing the figures for the other countries, the Soviets turned in much more favorable ones for production in the U.S.S.R.; and it is apparent from the use which they are making of these why they did it. In recent broadcasts directed to many countries, they have "shown" the world, *on the authority of the United Nations*, that things are improving by leaps and bounds in the Soviet Union, with production up 27 per cent last year and up another 23 per cent in the first quarter of '49 over the same period in '48, while the situation is worsening rapidly in the United States, where production is falling and unemployment has increased 70 per cent in a year.

You would never gather from Moscow's version of the situation in the United States that all that has happened so far is a mild set-back from the greatest production and earnings in American, or world, history. The Voice of the Kremlin tells the French, for example, that "the American unemployed make up an immense army of 17 millions . . . farmers are hit again and again . . . the middle class of businessmen and shareholders is constantly threatened with ruin. The Stock Exchange is shaken by successive cracks, with losses in the billions. Bankruptcies increase every week . . . The fall in industrial production during the past six months equals that in the first six months of the crisis of 1929."

Proving that they are ready to juggle with the truth does not prove, however, that they do not still believe in Marxist tenets—for that, too, is a tenet of Marxism: any means to the end. Indeed, it is instructive to see how they fit events and policies on our side into the Marxist theory of the decline of capitalism.

Thus the Marshall Plan is portrayed as a vain effort to stave off the American production crisis for a while. But the Marshall Plan "has collapsed completely," they tell their own people on the Home Service, July 9; "it has not only failed to avert the capitalist crisis, but has



"HORSE AND RIDER"—British Ambassador Franks with Under-Secretary of State Webb. Moscow says U.S. is trying to "break" the pound in "furious struggle" with Britain for markets and colonies.

accelerated it." And they ask in this broadcast as well as in a broadcast to Britain, why else would General Marshall be "removed," except that his plan had failed?

Radio Moscow tells the Western Europeans that the American "collapse" threatens to drag them down into bankruptcy; and tells the British that their crisis is due to "attacks" by the American bankers against sterling. Far from having any idea of "aiding" Britain, the Americans are after the rest of her gold.

This may seem odd to those of us who remember the American loan to

Britain in 1946 (or perhaps the U.N. R.R.A. aid to Russia after the war). But that is because we don't interpret events according to Marxist

"science." As the Voice of Evil Imputation "explains" things to its world-wide listening audience, the basic relation between Britain and

MAYOR RESCUES NEIGHBOUR TRAPPED IN BLAZE



1. An all-round athlete, Mayor Sargent was determined to rescue his trapped neighbour. Climbing to the porch roof, he smashed the window with his fist.



2. The blast from the broken window was so terrific that it knocked the young Mayor off the porch roof. Picking himself up, he decided to try the back entrance.

WINS DOW AWARD

MAYOR "EDDIE" SARGENT
of Owen Sound, Ont.

smashes his way into burning house

Realizing that his neighbour was trapped in the blazing house, Mayor Sargent, 33, climbed onto a porch roof and smashed a window with his fist. The blast of heat was so terrific that he was knocked to the ground. Entering the back door he saw his neighbour on the floor. He tried to drag him out but twice the heat drove him back. On his third try he was successful in getting the man out. We salute the courage of Mayor Sargent, of Owen Sound, through the presentation of The Dow Award.



3. After being driven back twice by the intense heat and smoke, the courageous Mayor finally managed to drag the victim from the burning house.



THE DOW AWARD is a citation presented for acts of outstanding heroism and includes a \$100 Canada Savings Bond. The Dow Award Committee, a group of editors of leading Canadian daily newspapers, selects winners from recommendations made by a nationally known news organization.

DOW BREWERY - MONTREAL

BA-308A

LISTEN TO THE DOW AWARD SHOW, MONDAY THROUGH FRIDAY - 7.15 P.M.

**PERFECT
Timing**
MAKES CHAMPIONS

in baseball and many other
spectacular sports—



PARAGON
300
SERIES

Time
Control
Switches



That's why PARAGON CONTROLS are used so universally for such important jobs as policing the on-and-off periods of electric signs, display windows, apartment-house halls, automatic heating and air-conditioning systems etc. They are ACCURATE to the split second! Low in cost, too!

Designed and engineered for CHAMPIONSHIP SERVICE the PARAGON "300" has a self-starting Telechron motor and a snap action switch with heavy silver contacts. It may be set for 2 or 4 daily operations as close as 2 hours apart. When necessary, the PARAGON may be HAND-TRIPPED ahead of automatic setting, WITHOUT DISTURBING THE SEQUENCE OF OPERATIONS.

The PARAGON is compactly housed in a durable wall-mount case, 7" x 4 1/4" x 3". Complete servicing in all large centres.

Ask your dealer to show you!

AUTOMATIC ELECTRIC
CANADA LIMITED

Canadian Distributors
284 King St. W., Toronto 1, Ontario
Manitoba, Ontario, Quebec,
the Maritimes and Newfoundland

the United States today is a "furious struggle for markets"—witness the quarrel over the British trade agreement with Argentina—and an American effort to take over Britain's colonial interests and spheres of influence.

One of the most ingenious inventions of the Muscovites concerning the trade war between Britain and the U.S. is a broadcast to the Germans telling them that the U.S. is subsidizing their export production to help drive the British out of world markets. (This didn't prevent them from telling the French a few days before that American-subsidized German exports were under-cutting French exports.)

As to the colonial rivalry, Moscow presents it this way on the Home Service, July 9. The Marshall Plan gave them a foothold in the colonies of the Western Europeans, and the North Atlantic Treaty strengthened this. But the full revelation of American colonial ambitions only came with the announcement of Truman's program of "aid" for backward areas. This "signals an active struggle for the reshuffle of colonies and spheres of influence . . . There is not a single corner where the grasping hands of the American expansionists would not reach."

As Britain becomes further weakened, the U.S. will force further concessions from her. Already Wall Street has "systematically undermined the system of British colonial interests in the Near East," taking over domination of Egypt, Lebanon, Syria and Saudi Arabia, as well as the new state of Israel. An intense struggle between Britain and the U.S. is going on for control of Iran. And, strange to hear, it was the Americans who "pushed out the old colonial masters in India and South-East Asia."

Their "Line" on Asia

(Here is slipped in a perfect example of "always accuse the enemy of what you are doing." Themselves busily taking over China through a satellite regime which daily avows its loyalty and alliance to Moscow, and fostering similar moves throughout Asia, the Soviets accuse the Americans of "maintaining imperialist puppets in India, Indonesia, Burma and Indo-China . . . preparing a gigantic base for the unleashing of a world war." So Nehru becomes an American puppet! And the Indonesian republicans, who turned on their Communists last year, and the Thakin Nu regime in Burma, which is putting down a Communist rebellion, are "American puppets" simply because they are anti-Communist nationalists.)



BAFFLING ASSIGNMENT
Vice-Admiral Alan Kirk takes on frustrating task of representing United States in Moscow, succeeding Ambassador W. Bedell Smith.

The Americans have "insinuated themselves into South African gold production" for the first time in history; and the Belgian Congo with its rich uranium deposits "has practically come under their control." The Spaniards are told that Wall Street is steadily taking over their economy and is responsible for their dire straits; and the Portuguese are told that the U.S. is crowding Britain out of her ancient role in their country. "The Wall Street Journal calls for trade, trade, trade in all directions."

"But," the French are told, "the imperialists are incapable of overcoming the monstrous contradictions of capitalist regimes; so they try to find an issue outside. The increase of internal difficulties will drive them on the path of adventure."

Here they make use of Baruch's call on President Truman to have a general mobilization plan ready. They attribute to a Washington paper the statement that "the purpose of war is to exterminate the enemy nation, destroy its power and erase it forever from the face of the earth. We shall send airplanes loaded with atomic bombs, incendiary and bacteriological bombs to exterminate children in their cots, the aged at their prayers, and men at their work."

Day by day, in transmissions to Western Europe, the deplorable remark made by Congressman Cannon in the Marshall Plan debate last April, that other nations' boys, and not American boys, should be armed

SATURDAY NIGHT

and used in another war, is pounded out. (Sometimes he is a "Senator" and sometimes "President of Congress"). Thus the Italians are told that their Defence Minister Pacciardi "promised the U.S. expansionists to provide four million Italian soldiers for slaughter under the Atlantic Pact."

Also Defensive Themes

However, the American policy of leading Europe into war "suffered a crushing defeat" at the Paris Big Four Conference. This is hammered out by Moscow every day, in many languages: the conference was a great Soviet victory and a great victory for Soviet "peace" policy. As an example of how Moscow, which has kept Europe in turmoil and fear ever since the war, plays on people's yearning for peace, there is this outpouring, in Italian: "When you listen to the voice of Moscow you seem to be listening to a voice from your soul, expressing the desire of simple men all over the world for peace . . . The destiny of the Soviet Union and of peace are bound in one." This is included in a broadcast poisonous with hate.

There are other themes which, while couched in the form of attack, are clearly defensive—and extremely revealing. One to the Czechs on July 9 praising Soviet aid to Czechoslovakia and the high quality of Soviet exports, as against the "low class" American goods they were getting before, reveals a keen concern for the effects of B.B.C. and "Voice of America" broadcasts "making

slanderous statements about the economic relations between the Soviet Union and the People's Democracies." From the denials in this broadcast one can put together all of

(Continued on page 14)



BERMUDA ✓ Check this combination for the ideal vacation

THE QUEEN OF BERMUDA

Sailing every Saturday from New York **ROUND TRIP \$125 and up**

See your Travel Agent.

FURNESS BERMUDA LINE
315 St. Sacramento St., Montreal

FURNESS Leads the Way to Bermuda

ASK ABOUT FALL TRIANGLE CRUISES TO BERMUDA AND NASSAU



Announcing A GREAT NEW REO SPEEDWAGON

Here's a truck of amazing versatility. Built in true Reo tradition of fine craftsmanship and highest quality materials, the new Reo Speedwagon Model L heavy-duty pick-up embodies all those characteristics which have made the name Reo world renowned for fine truck manufacturing for almost half a century.

Powered by Reo's famous Gold Crown engine and featuring Reo's exclusive More-Load Design, the Model L heavy-duty pick-up meets an urgent demand on the part of industry and farmers throughout Canada.

Further information about this truly versatile truck can be obtained from your local Reo representative, or by writing to REO MOTOR COMPANY OF CANADA LTD., Leaside, Toronto, Ontario.

REO
TRUCKS AND BUSES

Certainty

To deal adequately with estate problems nowadays an executor must be experienced and well informed. When you choose this trust company as your executor, you obtain the services of a group of trained men organized on a permanent basis. It is this permanence which enables the Toronto General Trusts to keep in continuous touch with all matters affecting Canadian estates and to give efficient administration at all times. You can be sure in these days of unexpected change that the estate you leave for the comfort and protection of your family will be properly taken care of. We invite your inquiries.

THE

TORONTO GENERAL TRUSTS

C O R P O R A T I O N

Head Office: 253 Bay Street, Toronto

ADMINISTERING ASSETS OF \$500,000,000

BUILT, SOLD AND SERVICED IN CANADA

FILM PARADE

Some Sound Screen Observations On The American Color Problem

By MARY LOWREY ROSS

THERE are indications that "Home of the Brave" may start a trend in Hollywood. Screen trends are something that most seasoned moviegoers view with misgiving, which usually turns out to be justified. In the case of "Home of the Brave," however, the central thesis is one that can bear considerable repetition. For this is not only a frank and courageous attack on race-prejudice but a fairly convincing analysis of the subtle and hidden forms that prejudice can take.

The current film is the screen version of the Broadway play, which had a Jewish G.I. as its central figure. The picture boldly substitutes a Negro for a Jew; and since the prejudice against Negroes is even more irrational and brutal than the prejudice against Jews, the screen version

gains by the change in significance and dramatic power.

The story revolves about the double loci of a situation and a social thesis. Five American soldiers of assorted backgrounds and prejudices are called on to invade a Japanese-held island and map and survey the territory. The surveyor of the party is a Negro and before the assignment is over each of the four white men has revealed, either deliberately or unconsciously, his prejudice against the Negro soldier, who cracks finally under the strain of danger, humiliation and human grief. Fortunately the story is so sturdily built and excitingly paced that the thesis rarely pulls the situation out of line; and the acting is on such a high level that in the end the characters emerge, almost in spite of the au-

thor's intention, as people in a human drama rather than symbols in a social demonstration.

It must be admitted that the method of narration used here is decidedly weak. The story is told in flashback, with the Negro going back over the events on the island, under the influence of narcoticsynthesis and a sympathetic army psychiatrist. Psychoanalysis is a tedious, interminable and frequently unrewarding process, and the notion that a psychiatrist will turn up pay dirt the moment he begins to dig into the unconscious is one of the screen's most cherished and preposterous fantasies. If the results here are less damaging than usual, it is because Private Moss's recollections, even under narcoticsynthesis, are fairly significant for civilization.

THE story of "The Weaker Sex" is the sort of thing that a fluent English novelist can write while standing, if necessary, on her head. It is a long-drawn-out domestic chronicle, having to do with a tirelessly charming English family in the medium income bracket. It has no plot or pattern, but it has carefully arranged proportion—four parts do-

mestic detail, two parts national feeling, three parts romantic sentiment, and one part comedy, the latter supplied, inevitably, by the family cook. There is a touch of "Cavalcade" in "The Weaker Sex," which covers the period from D-day to 1948, but the larger national events are rather obscured by such homely public activities as lining up in the fish queue. Ursula Jeans is the matron who gets all her family married to the right young people and then goes off and marries a kindly bumbling Major (Cecil Parker) herself. By carefully avoiding all surprise and disagreement "The Weaker Sex" succeeds in being mild, amiable, digressive and just a little bit 'icky.'

Wilde and Wilder

"THE FAN" derives from Oscar Wilde's "Lady Windermere's Fan" but Wilde himself would probably be the first one to repudiate the connection. He would certainly have rejected a resurrected Mrs. Erlynne (Madeleine Carroll) as a cackling octogenarian who totters about the bombed streets of London, accosting former admirers with "Guess who I am? No, I won't tell you, you guess!"

The picture itself turns out to be almost as unfortunate a resurrection as Mrs. Erlynne. It is hard to believe that Wilde saw mother-love as anything more than a handy peg on which to hang worldly epigrams about the high cost of loose, though lively, living. In the screen version, however, mother-love takes centre stage and most of Wilde's period naughtiness, with all his style and sense of theatre, go out the window. In addition to Madeleine Carroll, George Sanders, Jeanne Crain and Richard Greene are all involved. Of the four, George Sanders is the only one who takes the trouble to indicate that the whole thing is hardly worth his notice.

SWIFT REVIEW

SORROWFUL JONES. Bob Hope in a moderately funny remake of the Damon Runyon story about the Broadway bookie who accepted a four-year-old as an I.O.U.

THE BARKLEYS OF BROADWAY. Fred Astaire and Ginger Rogers resume their screen partnership. The story is makeshift but the talent and drawing power of the principals are unimpaired.

PAISAN. Roberto Rossellini's fine film describing some aspects of the American occupation of Italy.

QUARTET. Four unrelated short stories by Somerset Maugham, expertly produced, directed and acted by a good English company.

WORLD TODAY

(Continued from page 13)

the things which Eastern Europeans are saying about Soviet exploitation of their countries.

Another persistent theme is the formation of the new non-Communist world labor organization. From the insistence that the Communist-led W.F.T.U. is as strong as ever, and the furious abuse used against those who have withdrawn from it ("agents of Wall Street", "tools of the American Intelligence Service") one can see this has hurt.

Tentatively summing up Soviet policy today, it appears that they have already modified the conclusions which led them to lift the Berlin blockade and go to the Paris Conference. Soviet policy, which may surprise many with its "sudden" announcements, actually moves cumbersomely. One could detect rumblings of the great argument which went on in the Kremlin all last winter, in the face of the Berlin airlift, the success of the Marshall Plan, the negotiation of the Atlantic Treaty and the continued American business boom and aerial rearmament, before retreat in Berlin was decided upon.

But even while they were carrying out this shift in policy the American business recession came on, and now the British financial crisis. So now the Soviets seem disposed to hold off any further moves which they may have planned, such as the increasing of East-West trade, and devote themselves to making the most out of our troubles.

BRANKSOME HALL

A Residential and Day School

for Girls

10 ELM AVENUE, TORONTO

Junior and Honour Matriculation

also

Junior School—Art—Music—Household Economics—Secretarial Course—Swimming Pool—Skiing at School Farm—Skating. New property of six acres recently added.

School re-opens Thurs., Sept. 8th
For illustrated calendar write the Principal
MISS EDITH M. READ M.A., LL.D.

Are You Planning a Trip to EUROPE

in Spring or Summer of 1950?

Register with us now either
for steamship space only or
steamship space with land
itinerary.

UNIVERSITY TRAVEL CLUB

57 BLOOR ST. W. — TORONTO
3 Kingsdale 6984
Management: J. F. & G. H. Lucas

ST. THOMAS ONTARIO *Alma College*
A RESIDENTIAL SCHOOL FOR GIRLS

Famous Canadian School for girls founded 1877. For illustrated Prospectus with full information regarding courses, fees and College life, write to the Principal —

Rev. Bruce Millar, B.A., B.D.
St. Thomas, Ontario.

OPENS SEPTEMBER 15th

Hatfield Hall School

COBOURG - ONTARIO

Hatfield Hall, Cobourg, a boarding school in the country for girls aged 8 to 18, provides the best of individual teaching in a homely atmosphere. Complete Public and High School courses, special courses for Sr. girls. Commercial, Household Science, Music, Art, Dancing, Fine indoor gymnasium. Resident Mistress for Music and Physical Culture. Outdoor sports include Golf, Riding, Tennis, Skating and Skating.

For prospectus write to the Principals.

"Safety Seal" ENVELOPES

We make envelopes for every need—write and tell us your requirements.

NATIONAL PAPER GOODS LIMITED

HAMILTON - ONTARIO
Halifax, Montreal, Toronto, Winnipeg, and Vancouver

NAUSEA
due to high altitude,
speed and sudden
changes, relieved with
MOTHERSILL'S
AIRSICK
REMEDY

...helps to control
organs of balance.
Relieves the nerves.

THE WORLD OVER

FUR FASHIONS
MAKE A GRAND ENTRANCE IN
SIMPSON'S AUGUST FUR EVENT

dramatic news in shorter lengths, big shapely cuffs, soft floppy collars, gentle shoulders, controlled fullness . . . fine details interpreted in a complete collection of lovely furs.

Fur Salon, Fashion Floor, The Third

Simpson's



Photograph by Karsh

Madame Jean Désy . . . wife of the Canadian Ambassador to Italy, is seen in the spacious Italianate setting of Canada's Embassy in Rome. Regarded as one of the most attractive members of the ancient city's cosmopolitan diplomatic circle, her taste is expressed in the simple dignity of an exquisitely draped gown of silk jersey, adorned only by jewels at throat and wrist. Madame Désy is the mother of two children, a son and a daughter. Before her marriage in 1935 she was Corinne Boucher de Boucherville, daughter of Joseph B. de Boucherville, Montreal.

BERNICE COFFEY, Editor

WORLD OF WOMEN

Weekend in the City

By MARJORIE THOMPSON FLINT

THE downtown city streets that summer Saturday afternoon were quite deserted and Mrs. Osborne wondered what possible attraction the city could have for out-of-town visitors. She was feeling somewhat sorry for herself having to cope with city living when the thermometer was soaring consistently above the 80° mark. However, her presence downtown was dictated by the fact that the two junior members of the family were gainfully employed for the first time. As she hurried home the feeling that she was the last survivor of this civilization disappeared when she approached the residential sections.

Mrs. Osborne's plans for the coming weekend had changed rapidly the last day or two due to unsettled conditions among the younger set. It seemed, however, that she was to entertain four extra for a barbecue supper that evening in honor of something or somebody but she was not too sure what it was all about. A barbecue supper is a pretty standard

affair, she thought, and everybody lends a hand with the kitchen prep work and setting up the outdoor dining area.

The Osborne's barbecue equipment consists mainly of a large portable charcoal broiler, two discarded tea wagons, gaily painted, which are used to truck the food to and from the house (they also double for serving tables). Canvas chairs, a sturdy trestle type table which takes the elements very well just about complete the inventory—oh yes, and a colorful garden umbrella which creates a certain *savoir faire*.

As for the menu, experience has taught Mrs. Osborne that anything else but hamburgers or wieners for a barbecue supper is out, but definitely, so hamburgers it was to be and she herself felt that they make for pretty good eating.

Saturday Barbecue

Special Hamburgers Barbecue Sauce Buttered Round Buns Potato Salad

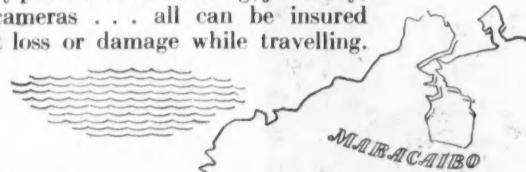
YOUR ASSURANCE OF WORLDWIDE COVERAGE

Buccaneers' Hunting Ground



IN THE 17TH CENTURY, sea passage through the islands of the West Indies was a hazardous undertaking. Scouring the Caribbean Sea from Maracaibo to Tortuga, the notorious Henry Morgan and his contemporaries spread terror and death throughout the shipping lanes and South American ports.

Today, the buccaneers are legendary figures... but there remain other hazards to personal property... theft, fire and similar travelling risks which should be properly provided for. Clothing, jewellery, furs, cameras... all can be insured against loss or damage while travelling.



Comprehensive protection for all kinds of personal property is provided by the BRITISH AMERICA ASSURANCE COMPANY. Serving Canadians since 1833, the head office in Toronto is linked with responsible agents throughout the World... including the West Indies and South America.

BRITISH AMERICA

ASSURANCE COMPANY

HEAD OFFICE — TORONTO



1000 POWERS

MARINE

AUTOMOBILE

CASUALTY

AVIATION

SATURDAY NIGHT

Bowl of Lettuce and Tomato Wedges
Tray of Iced Raw Relishes and Dunk
(Carrots, Celery, Cauliflower, Green Onions and Radishes)
Pickles
Ice Cream Sandwich, Fresh Berry Sauce
Coffee Soft drinks

Special Hamburgers

2 lbs. minced round steak or lean beef
2 cups coarsely grated medium old Canadian cheese
1 tsp. salt
½ tsp. pepper
1 tsp. dry mustard
3 tbsp. chili sauce or catsup
1 tbsp. Worcestershire sauce

Make a well in the minced beef and add remaining ingredients. Combine thoroughly with hands and shape into round patties 3" in diameter and about 1" thick. An iron frying pan is better for broiling these than a griddle. Brown in hot fat over lower heat than usually used for steaks so that the cheese melts and doesn't become tough. Add about a third of the Barbecue Sauce and keep over low heat until ready to serve. This quantity will make 16 patties.

Barbecue Sauce

½ cup chopped onion
3 tbsp. butter or margarine
1 tin tomato paste (6 oz.)
1/3 cup lemon juice or mild vinegar
½ cup water
2 tbsp. sugar
2 tsp. prepared mustard
2 tbsp. Worcestershire sauce

Sauté onion in butter until golden brown and tender. Add remaining ingredients and simmer 10 minutes. Yield: About 2 cups. Serve separately and let the guests spread on hamburgers after they're resting in the buns.

Ice Cream Sandwich

This can be made in the morning providing you have enough freezing trays available. Simply buy or make a slab of sponge or butter cake about 1 1/4" thick. Split cake and cut to fit tray. Spread 1 quart vanilla ice cream evenly over cake and top with cake slice. Place in freezing compartment and chill 3-4 hours. This may require 2 trays depending upon the size of tray. To serve cut into 8 slices and add a generous measure of sweetened fresh berries.

On Sunday Mrs. Osborne enjoyed relative peace and quiet while having a leisurely breakfast outdoors with eggs scrambled western style (crisp bacon, onion and eggs) by the master of the household. Of course this pampering only occurs spasmodically so she took full advantage of being waited on and fussed over for this one meal not knowing when it would happen again.

For dinner the Osbornes were entertaining friends whose food tastes are an old story so the choice of the main dish was not too adventurous.

Sunday Dinner

Apricot Juice Cocktail
Braised Sweetbreads with Mushrooms
Browned Rice Buttered Green Beans
Lettuce and Cress Salad
Hot French Bread
Chilled Canteloupe with Lime Sherbet

Braised Sweetbreads

For four people use two pair of sweetbreads (calves or lamb). Plunge them into icy water as soon as possible. Leave for an hour, changing the water 2 or 3 times. Then put in a pan with enough water to cover; add 1 tsp. salt and juice from 1 lemon. Bring to a boil and simmer for 15 minutes. Return to cold water and then remove any membrane and tubes. Refrigerate until using which should be within 24 hours.

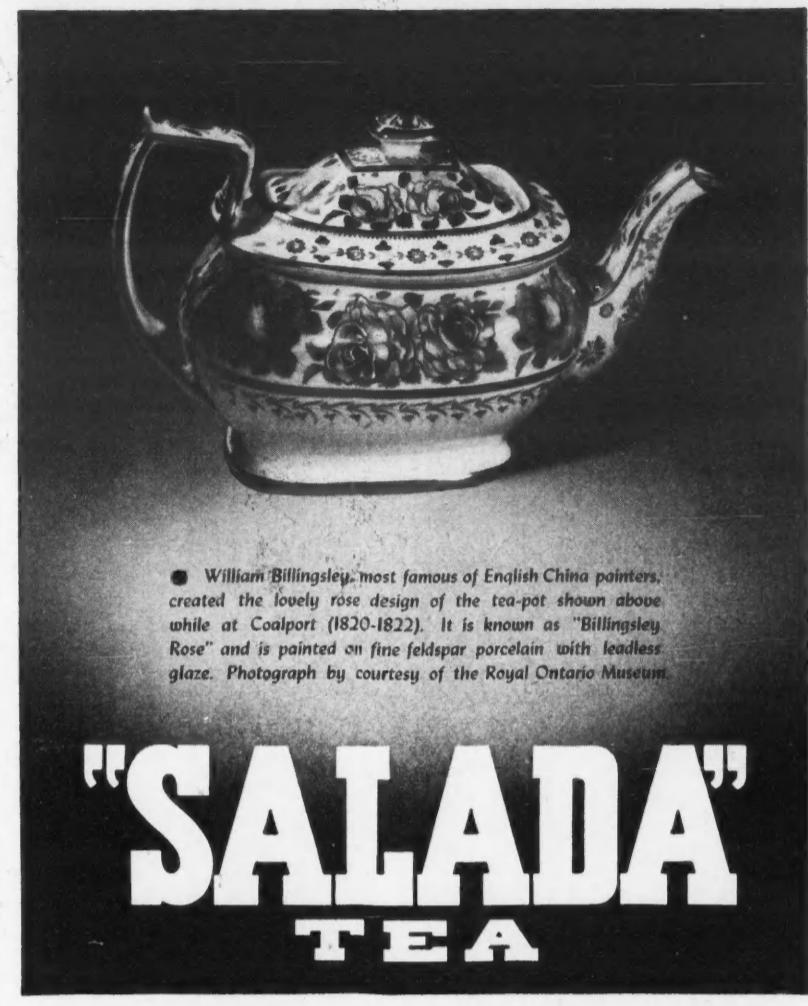
Melt 2 tbsp. butter or margarine in heavy frying pan and add blanched sweetbreads cut in slices. Brown in fat until golden and then add—
1 cup julienned celery
1 cup julienned carrots

1-10 oz. tin mushrooms (plus broth)
1 cup chicken broth, consomme or bouillon

Cover tightly and simmer 30 min-

utes until vegetables are tender. Thicken juices with 1 tbsp. cornstarch mixed with cold water and season to taste. Garnish with chopped parsley.

July 26, 1949



"SALADA" TEA

BRAIN-TEASER

Shall We Join the Ladies?

By LOUIS and DOROTHY CRERAR

ACROSS

- In many a watch on the Rhine. (5, 8)
- A birthmark upsets Mrs. Luce a little. (8)
- In this musician's case the girl friend wore the pants. (6)
- Disturb it in an entrance. (7)
- A spot on Sherlock's band. (7)
- Isaiah S. (10)
- How Hercules went round with Omphale's women. (4)
- River from a geyser. (4)
- The author appears to be deserving to little women. (10)
- Did the composer find it 'ard to sell 'is serenade? (7)
- Ed's girl is one of the high-flyers. (7)
- In the beginning Job dissembled to attain an end. (6)
- Price of feeling lousy. (3, 5)
- Good reading for cut-throats? (3, 6, 4)

DOWN

- First part of 18 across on exhibit? (9)
- Presumably you are when they inter you. (5)
- Sink, with holes in the bottom. (7)
- From women it may be nothing to the other sex. (4)
- This is singular in a play of 18's, but he gets away with it. (7)
- Rex and I score off evil spirits. (9)
- Gilbert's Edwin was on it. (5)
- Leaps into a somersault. (5)
- Stick to it. (9)
- Seatress? (9)
- She appears to be giving a festive afternoon drinking party. (7)
- Grahame had wind in his. (7)
- It has a poetic eye for a curve. (5)
- More than dead of fear. (5)
- He's a palindrome! (4)

Solution to Last Week's Puzzle

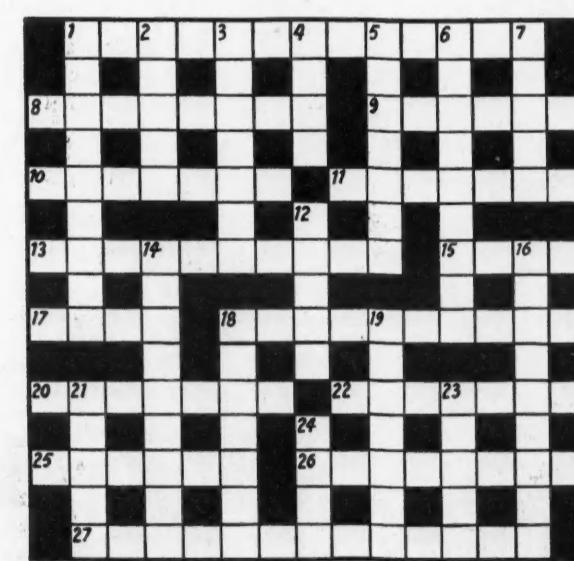
ACROSS

- A kick in the pants
- Tetanus
- Surname
- Olga
- Demoniacal
- Earthly
- Byng
- Sing
- Fee
- Chef
- Assist
- Euphonious
- Isle
- In right
- Squelch
- See 6 down

DOWN

- A stroke of genius
- Integer
- King
- Nested
- History
- 6 and 29 across. Parting is such sweet sorrow
- Nuances
- Stealing the show
- Hiccoughs
- Empiric
- Epistle
- Insular
- Sunset
- Juno

(64)



Meisterschaff COLLEGE

MATRICULATION — GRADES IX-XIII

FALL TERM begins September 6. Individual instruction. Limited accommodation.
Make early application. Telephone Midway 2073.

84 WOODLAWN AVENUE WEST

TORONTO, CANADA

PONDEROUS PATERNITY

The Heavy Father

By CONSTANCE KERR SISSONS

THE letter which inspires these remarks has been a family treasure for a century. Written by my grandfather exactly one hundred years ago, it reveals the mental pattern of the ponderous paternity of that era—whence later arose the term "Heavy Father", as applied to a certain stock character in Victorian melodrama.

Strange to say, my grandfather was only thirty-five when he penned this letter. Oldest of a large Irish-Protestant family, he was but twenty years younger than his father, and twenty years the senior of his own first-born. They were model pioneers, enthusiastic, industrious; and they developed a deep love for the town of Perth and the county of Lanark wherein they had settled in 1830.

Urgent business had taken my grandsire to Kingston. His family in Perth—eventually ten in all—then numbered seven children, of whom

Dawson, a sturdy boy of almost fifteen, was the oldest. William came next, a studious lad of twelve-and-a-half, later an outstanding scholar. Their father had many irons in the fire, including a village store and a home-site rivalling a market-garden in production.

"All work and no play" was a meaningless phrase to the writer of this letter. His slanting penmanship, widely-looped, varied by ornate capitals, and softened by the ample "double s" of that day, adds character to the whole missive, of which the following is an abridgment:

Kingston, 2nd July, 1849.

"Dear Dawson & William

"I find I shall be absent from home much longer than I expected, and I trust you will both make my absence an occasion for increased industry and attention on your part to all that concerns the household. You are sufficiently intelligent to know what your mamma would like and what she would disapprove even though she gave you no express command upon the matter. Endeavour at all times to conduct yourselves in the absence of your parents as you would do in their presence . . .

"Youth, life, health, strength, and even human prudence, are no security against the shafts of Death. Death makes no allowance for any circumstance, nor for any combination of favourable circumstances. We are therefore completely helpless creatures, dependent upon the Providence of God which encompasses us at every point. I trust I may see you all again in health and strength, but then I may never see you—and supposing this were the case, what would you do? I have done for you in respect of your education &c according to my ability. Now what are you willing to

do for the family in return? Will you to the best of your judgment and ability so conduct yourselves in all that concerns the management of Our little household as to secure the best results? Will you second your mother in her unwearied labors for the benefit of the family? . . .

"Remember, money saved in taking care of articles is money earned or gained. If I can make my pail or barrel or spade or axe, last twice as long as my neighbour's, I gain twice as much as he does, or in other words my income is twice as much as his. The same remark applies to Our clothes and everything else.

"I hope you take the Cows early to pasture, that you weed the garden and do all you can for your Mamma. I spoke to you about digging the cabbage plot at the well, when you would have opportunity, and dunging it well, and then planting cabbage-plants when rain came. I hope you have been able to accomplish this.

"You will have vacation shortly, and will have leisure time now. I wish you would dig the part of the garden at the store below the potatoes—dig it well and finely and then sow turnip seed in it, as it is too late for cabbage now.

"If the beets, carrots, or anything else in the garden is too thick, thin it, and if you have a spare spot anywhere you can transplant some of the plants you pull up. There is a great deal of waste ground about the currant-bushes, beyond the potatoes in the garden, all the way down to Mr. Bell's. (This, undoubtedly, was a member of the Bell family so ably depicted in Mrs. Skelton's biography, "A Man Austere".) I hope you did not forget to hoe the potatoes over at the store in good season, and that you are keeping them well wed.

"If you have not done it, I wish you to carry the box of Candles and the box of Tobacco in the shop into the cellar, also roll all the pork in the back store into the cellar, and lock the gate at the store every night when you put in the Cows. The barrel of rice at the Door in the store roll into the back room or office, and after taking out what your Mamma wants, then do you fix in the head the best way you can; or at all events cover it over close with a board or something.

I have nothing further to say. Command yourselves morning and evening to the protection and guidance of God, and endeavour to commit yourselves in well-doing unto Him.

I remain

Your affectionate father

George K—"

Recalling my white-haired grand sire, as he appeared in the '80's, with his twinkling Irish eyes, and his ingratiating smile, I find it hard to picture him framing this relentless letter. Thirty to forty years later, he wrote most playfully to his younger grandchildren. Had the passage of time mellowed the old man; or was he merely showing an increased measure of indulgence?

Sober World

These are questions for the student of psychology. But to return to Dawson and William and their starkly sober world. Their younger brother John (1851-1940) who achieved some fame as an adventurer in the West in the '70's, once said that he could recall a time when to laugh with one's children betrayed an almost debasing weakness of character.

Dawson and William lacked automobiles, movies and radios. They had never seen a train, a hot-dog, a "comic" or an ice-cream cone. There were no motors, bicycles, community-centres or cameras. Nor psychiatric experts toiling to demonstrate the need of "recreational outlets" in the matter of "adolescent self-expression". Nor gangs. (As there are today in small towns, such as I inhabit.)

Zoot-suits were unheard of, but overalls abounded. Also there were spades and hoes, plenty of them; and Latin grammars backed up by dominies who were, in turn, each backed up by a stinging weapon known as the "tawse".

Dawson and William literally had no time to "express themselves" anti-socially. Their father laid upon them definite responsibilities. They both looked up to him with that reverential affection which, strangely enough, was often accorded to the "heavy fathers" of a century ago.

Prize Pepper-Upper

for
Hamburgers
Weiners
Sausages
etc.



57

C-98

Ontario Ladies' College
FOUNDED 1874 • WHITBY, ONTARIO

A Residential School for Girls, near Toronto

• Public School to Honour Matriculation, Music, Art and Handicrafts, Household Science, Secretarial Courses and Dramatics. Ideally situated in one hundred acres of grounds. Swimming Pool and Gymnasium. Physical Education and Riding. Valuable scholarships offered.

CALENDAR ON REQUEST
RFV. S. L. OSBORNE, B.D., MUS. DOC., PRINCIPAL

**Educating
Your Son . . .
24 Hours a Day!**

At Appleby College, education is not limited to the classroom. It is on a 24-hours-a-day, seven-days-a-week basis. In addition to a sound academic training that fits students for entrance to all universities, every boy receives friendly counselling and guidance long after classes are over. Through the individual supervision of carefully chosen masters, and the influence of a wholesome communal life, he is taught to live with others, to discipline his emotions and impulses, to accept the responsibilities that come with manhood. Ideally located on the shores of Lake Ontario, Appleby College provides a happy healthy environment. A diversity of indoor and outdoor sports and hobbies are a regular part of the curriculum. For illustrated prospectus, write the Headmaster.

Rev. J. A. M. Bell
Headmaster

Oakville
Ontario



APPLEBY COLLEGE

A-29

**TOAST LIGHT . . .**

With Ardena Sunpruf Cream. Keeps you from burning while you bask—safe against the sun. Perfect under your powder—or without any powder at all! Ardena Sunpruf Cream . . . 1.25

**TOAST DEEP . . .**

With Ardena Suntan Oil. Incomparable! Helps keep skin soft and smooth while tanning. It's not a bit sticky. Two shades, Honey and Café . . . 1.00, 1.50

**WITH ARDENAS SUN GELEE.**

Encourages a natural tan, gives a smart shiny look as make-up, keeps the skin soft65, 1.65.

For further steps in Sun Toasting
the Elizabeth Arden way:

Eight Hour Cream 1.75 and 3.00.

Sleek 1.25

Velva Leg Film 1.00.

Elizabeth Arden

SIMPSON'S, TORONTO
And at Smartest Shops in Every Town

1407

**CUSTOM BUILT CABINET
FOR RADIO PHONOGRAPH COMBINATION**

Made from the finest of solid woods. A masterpiece of cabinet-work by Lionel Rawlinson for the discriminating music lover. Can be designed and styled in exclusive period or modern styles. These cases are also made to your specification for your own radio, or if required, a 10 tube AM FM radio chassis, complete with phonograph designed for the new style long-playing and standard records can be supplied.

Price complete with radio and phonograph \$375.00 up

LIONEL RAWLINSON LIMITED

Designers and Makers of Fine Furniture

647-649 YONGE STREET, TORONTO

Est. 1883

ESCOFFIER

Mid Lobsters and Truffles

By DAVID BROCK

"HOW can you have the heart to sit reading your luxurious cookery books?" my wife asked. "I believe you read them straight through, as if they had a plot or something. Whichever way you look at it, it's shocking—and you on a diet!"

"That's right," I said, "maybe I'm reading them as shockers."

"Well, that's just morbid. Or you may be greedy, which is just as bad. Or you may be grumbling, and casting aspersions on my cookery—as if your restricted diet is *my* fault. But whatever it is, you're getting on my nerves."

"Sorry," I said closing my battered old Escoffier (4th edition, 1921). "I thought I looked amused rather than ravenous or morbid."

"When you laugh it is worst of all. There's such a thing as morbid humor, you know. Also hollow laughter, nasty irony, sarcasm, and all that."

"Well, I hadn't looked at Escoffier for years, anyhow," I said, "so you can't say I sit brooding over *him*. My French is quite rusty, which proves it. And if it is impractical to import French books, I trust it is harmless to read old ones. You should take a look at this one yourself, my old, my cabbage, my beautiful friend."

"For example, in the preface to the 1921 edition it says that the world is still feeling the effect of war and therefore many recipes have been simplified, notably *les garnitures*. So let us look up a garniture or two and get a fellow-feeling for those chaps who were in a predicament, too. Aha, here is a garniture à la Cardinal . . . for fish, you know? Ten beautiful escallops from lobsters' tails, ten slices of truffle really black, sixty grammes of lobster flesh, and fifty grammes of truffle cut in dice, served with a Cardinal sauce, which (as well you know) is merely a Béchamel with fish fumet, truffle essence, cream, and lobster butter truly red. How's that for downright 1921 crudery? It would insult a mere herring. Simplification is one thing but this rough skeleton is a mockery."

"HOW do they serve herrings?" she asked with a flicker of interest. "In 1921? Alas, very meagrely. In the manner of Calais . . . here we are. You stuffed them (farce indeed) with eggs and roe mixed with maître-d'hôtel butter, shallots, parsley, mushrooms, and plain butter. Still, even in 1921 they clung pathetically to a few last sad trimmings. Look at Baby's Dream Strawberries. You hollow a pineapple, and mix the pulp with sugar, kirsch, and maraschino . . . half the pulp, I mean for you squeeze juice from the other half and mix this juice with crushed strawberries. Then you make alternate layers of berries and pineapple, with vanilla crème Chantilly between layers."

"What's so trimmed about that?" she asked stubbornly.

"Why, you've thrown half the pineapple pulp away, that's what. Call that austerity? And another wholesome sign, though maybe only a leftover from previous editions, is this staggering remark: *Braising is, among the different culinary operations, the most costly and the most difficult.*

She really was a little staggered, at that, but mostly by Escoffier's ignorance and effrontery. I dare say an elephant, assaulted by a lad with a pea-puffer, can also be said to be staggered, momentarily. "That is not the way I braise things, then," she said. "He must be daft. I don't believe anything he says about anything. Let me see that book a minute."

She flicked idly through it, seeking familiar words. Her French accent is miles better than mine, but her vocabulary is an infinitesimal Basic French, so no wonder her accent is so good . . . she has only a

"That's because you know what *poissons* are."

"No, it's interesting because I know what *escargots* are. Any man who'd put snails under the heading of *fish* is worse than daft. You may be almost right . . . there is something amusing about this work. But it isn't cookery." She flicked onwards, and under Mutton in the *Relevés* and *Entrées* she came across Scotch-Haggis.

"Except for the hyphen I'd know at a glance what this was," she said. "My French is coming on. But wait . . . dear heaven, listen to this: *When the Scots feast their poet Robert Burn, the Haggis is served with great pomp . . .* at least, it must be that, though I thought *pompe* was a fireman or a funeral or something."

"Both would be useful with haggis. Go on."

"*The Haggis is served with great pomp, carried by a servitor preceded by Bay pipes. Bay pipes!*"

"I hope they ignite bay rum on the platter?"

"No. It is the custom to drink copiously of Whisky in eating the Haggis. Copieusement . . . maybe I'm reading this all wrong. Couldn't be pieusement, could it? Co-pieusement?"

Piously together?"

I looked. "Could be, but it isn't."

"What did I tell you? He didn't know a thing. Throw the book away. Or no, give it to me for Uncle Hamish. He'd laugh copieusement."

"He's morbid too, is he? Scoffs at Escoffier?"

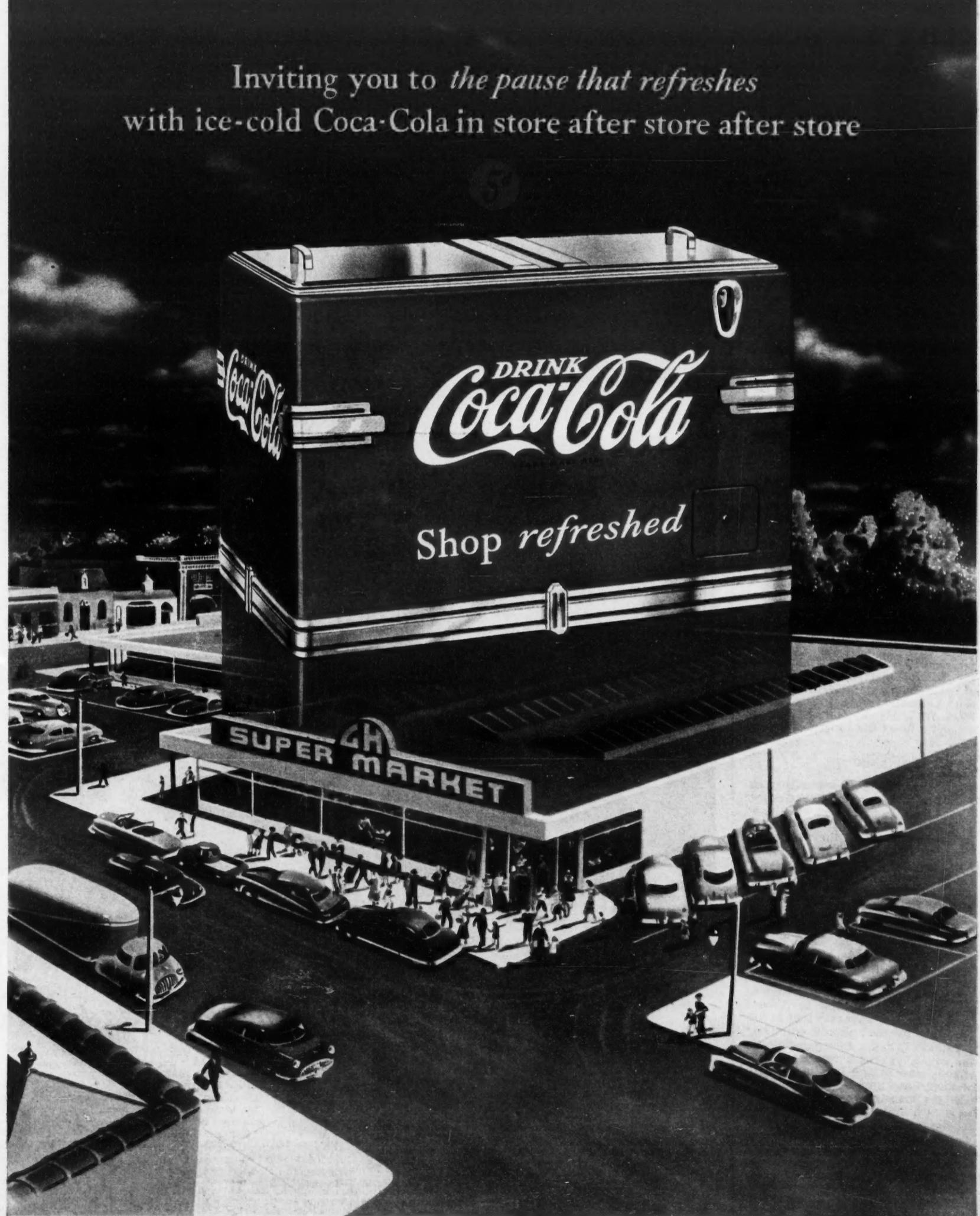
"Escoffier was the morbid one."

"Well, he died long before the 4th edition came out. If this bit about haggis wasn't the work of a hired Scot, then it was done—perhaps—by French *rééditeurs* after Escoffier's death."

"Rédacteurs? What are those?"

"French editors."

"They sure are," she said.



THE BOOKSHELF
CONDUCTED BY HERBERT McMANUSScholarly And Authentic Record
Of Huronia And Its Martyrs

By F. E. D. McDOWELL

SAINT AMONG THE HURONS—by
Francis X. Talbot—Musson—\$3.75.

THREE hundred years ago, in 1649, the Iroquois obliterated the Huron Nations of the Georgian Bay District in one of those savage wars of conquest which characterized the merciless drives of primitive peoples. With the dispersal of the Hurons and the Petuns, or Tobacco Peoples, the Jesuit Missions to the Hurons ceased to exist. Five of the blackrobed missionaries were martyred during the series of sanguinary raids and the country of the Hurons was left a solitude of blackened villages and waste land. Historically the episode was a glorious if tragic one. The Jesuit missionaries, living alone in the remote interior of a hostile and an unknown continent, bequeathed to history an epic of self-sacrifice and courage unsurpassed in the annals of mankind.

"Saint Among the Hurons" is the life story of Jean de Brebeuf, whom Francis Parkman, the American historian, characterized as "the Lion of the Missions." A mystic and humanitarian, Father Brebeuf was an outstanding figure of the Huron Missions. His courage was matched only by his humility; his denunciation of evil proclaimed him the lion-heart that he was. Not even the Iroquois torture stake with its hideous suffering could still his great voice of encouragement to his fellow victims, nor bring from his seared throat a cry of distress.

Rev. Francis Xavier Talbot, S.J., a former editor of *America* and now president of Loyola University, Baltimore, Md., has long been noted as an authority upon the "Heroic Age" of the Catholic Church in North America. His classic biography of Brebeuf is of the same wide sweep both in scene and development as that which characterized Father Talbot's previous work on the life and martyrdom of Isaac Jogues, "Saint Among Savages." Not only is the life-story of the gallant blackrobe told in forceful prose but the background of the Huronian scene is explored and depicted in a scholarly and authentic manner. Some idea of the complete understanding which the author brings to the primitive savagery both of the Hurons and their hereditary enemies, the Iroquois, can be appreciated after reading an excerpt dealing with the fearful martyrdom of Brebeuf and his fellow captive, Father Gabriel Lalemant, at St. Ignace, March 16th, 1649. He writes of Brebeuf, about to die at the torture stake:

To Forgive Them

"He knew the code, what they expected of him, what he might expect from them. On their part, they must burn him and slash him and otherwise torment him till they made him weep, till they forced him to plead for mercy, till they beat down his courage, till they won their complete victory by smashing him. On his part, he must show no fear of them, must give no sign that he was suffering, must not let slip a sigh or a cry. With strength drawn from God, he resolved to go beyond their savage code. His defiance would not be that of the savages who yelled back hate at their cruel enemies, but that of the priest begging God to convert them from their savagery and to forgive them for their satanic cruelties."

Father Talbot's interpretation of the psychology and customs of the Hurons and of the inevitable clash of their Late Stone Age civilization with the teachings of the missionaries is such that daily life on trail and in village makes absorbing reading; his profound knowledge of the Huron Missions has enabled him to give that personal touch to the missionaries which makes them vital, fascinating personalities. "Saint Among the Hurons" should be one of the great, popular biographies of the year. The au-

Prescribed Tonic

By J. E. PARSONS

THE DOCTOR WEARS THREE FACES—
by Mary Bard—Longmans, Green
—\$3.75.

JUST about the clearest way in which we can suggest the treat that is in store for you if you should get hold of "The Doctor Wears Three Faces" would be to name a few other books which approximate its form and content. Mix equal parts of "With Malice Toward Some", "Throw Me A Bone" and "Speaking of Operations" and you will have some idea of the attractiveness of Mary Bard's book, though it lacks the bitterness

and belligerency of Margaret Halsey's diatribe and the conscious reaching for humor of the late Irvin S. Cobb's essay.

Come to think of it, "Throw Me A Bone" tickled us exactly the way "The Doctor Wears Three Faces" did. The former was written by the wife of a clever archaeologist; the second by the wife of a progressive doctor. There is something irresistibly comic, something akin to a fish-out-of-the-waterish ineptitude about the woman who finds herself married to a man whose profession is so keenly technical as is that of an archaeologist or a doctor.

Mary Bard makes the most of her ineptitude, but never overdoes it, un-

less the perfectly legitimate literary trick of hyperbole can be cited as an instance of overdoing it, and we don't think it can. Each of her chapters (alas, too few!) commences with a pompous quotation from some medical tome, and the chapter proceeds to disclose just how Mary's married life bore out or gave the lie to that particular quotation.

We thought the most amusing part of the story was the contrast between the casual way the doctor considered his wife's first confinement ("You're pregnant, it's nature, so what!") and the masculine howls when he himself is laid low by illness and has to undergo the treatment he has been used to meting out to others.



Painted by Rex Woods

There's room to grow in Canada Unlimited

It's like a treasure-house, isn't it? Spices from the East, sugar from the Indies, coffee from Brazil, tea from Ceylon. And with these are great Canadian treasures, too, like flour and fruit and cheese. Last year, our retail stores supplied Canadians with \$6,000,000,000 worth of goods—three times the volume 15 years ago. There is a brilliant future for Canadians in our retail services, and in the hundreds of industries that produce and supply us with goods. It's a future based on opportunity, because there's room to grow in Canada Unlimited.



Just how much room is told in "CANADA UNLIMITED", an illustrated 144-page book published by the O'Keeffe Foundation. You may obtain your copy by sending 25c in cash (no stamps or cheques, please) to "Canada Unlimited", Dept. "J", O'Keeffe House, Toronto, Ontario. All monies received will be donated to the Canadian Citizenship Council.*

A council of service, welfare, church, labour, fraternal and other organizations whose aim is to acquaint new Canadians with the opportunities offered by democratic citizenship in Canada.

O'Keeffe's
BREWING COMPANY LIMITED

THE OTHER PAGE

An Embarrassing Tureen

By J. E. MIDDLETON

AUNT JANE'S soup-tureen was expansive, if not massive. It had quality; Sheffield quadruple plate on copper; chaste in design, and serene of polish. In truth it was an appropriate vessel in Aunt Jane's household; self-assured, dignified and singularly ornamental. So was she; all the way from youth to advanced age. For, even in her eighties, her white hair perfectly waved, her complexion smooth, her eyes a-dance, she graced the head of the table at Thanksgiving.

ing, or at Christmas, and none of the ten or a dozen guests surpassed her in elegance and charm.

Hospitality was in her blood. She had no children. Perhaps the lack intensified her interest in friends and neighbors. To put three extra boards in the extension table, to spread it with fine linen and decorate it with flowers, with the gold-edged dinner set and appropriate silver, gave her complete satisfaction.

For such occasions, no doubt, she bought the soup-tureen, complete with ladle. It was scarcely practical for day-by-day meals with only herself and Uncle Robert present. Enough soup could be put in that tureen to serve two people for a fortnight. But when company came—ah, then!

All this was in the long ago. When she was done with parties, and with life; when the big house, in the small town, was cleared out and sold, I learned that the tureen had been willed to me, a favorite nephew. Once or twice a year, at housecleaning-time, I get it down from the top shelf, remember happy days at Aunt Jane's, as a boy, as a youth, as a man, think of her now in Paradise, doubtless having a tableful of congenial guests every day, sigh, and put the tureen back on the top shelf.

For Althaea and I, in our quiet backwater of life, need a soup-tureen as urgently as we need a Casavant pipe-organ in the living-room. Pleasant to have, of course, but not of vital importance. Not that we dislike soup. On the contrary we patronize Campbell, Aylmer or Heinz with constancy. One can of condensed serves us perfectly, and sumptuously. The tureen would be admirable for a Class Dinner at Hart House, for a Convocation banquet at Queen's or McGill. It would contribute swank to the occasion.

Perhaps we have paid tribute to the spirit of Aunt Jane long enough by possessing the treasure and thinking of the owner with gentle nostalgia at least once or twice a year. Perhaps we could find a place where it would be useful. It will not be sold; that's settled. A sale would rub off the memories. But if it could be used to delight some proper people of nowadays, as it delighted many of long ago, possibly Aunt Jane wouldn't mind.

I think first of the Club; and naturally, since it harbors much emi-

nence in the higher, and less remunerative, arts. Spiritually Aunt Jane embraced such folk. Actually she invited them to dinner on every convenient occasion. I remember a fiddler of parts, several singers, some of the livelier clergy and the "talent" from the periodical "Chataquas."

The atmosphere at the Club would suit the tureen. But Club tradition, iron-bound, of course, rules that soup is served in individual dishes, brought in on trays and bounced down before each member at each of the six oaken tables. We have no head-table; all are on a common intellectual level. One tureen for six tables! Absurd! Besides too many of us are turning from soup to tomato juice and other nutritional novelties crawling with vitamins.

Perhaps (if the lid were left off) it might serve as a junior club punch-bowl. We have a senior one, about the size of a small wash-tub, used at the Annual Meeting and the Christmas Dinner. But in the life of the Club there are lesser convivialities, such as when distinguished guests happen in, or when we do an Artists'

Jamboree dinner. For these the tureen, as a junior punch-bowl, would be exactly right.

There is one difficulty. Some one might put Rum in it! Aunt Jane had one hate and one alone—Rum. If one drop of Jamaica soiled her tureen, I fancy that she would excuse herself from the present company at table—including Stephen Leacock, Peter McArthur, Charles Dickens and Mark Twain—and come a-hooping down here to haunt me.

I might give it to a near-by United Church. (Aunt Jane was United.) Again it would have no future. Of course dinners and luncheons are served there from time to time. The Men's Guild, the Women's Association, the Boy Scouts, the C. G. I. T., the Missionary Society, the congregational meeting; all these frequently eat *ad majorem Dei gloriam*. Escaloped potatoes, always; pot-roast, sometimes; macedoine of carrots and peas, certainly; coffee, of course; but no soup.

The suggestion has been made (by Althaea) that if the lid and ladle were put away, the tureen might

serve as an imposing *jardiniere* for the weekly church bouquet. Isn't it a little too arrogant for that?

I suppose a small pot of English violets in bloom might go in, if blocked up at the bottom. I must try it in the living room. Still it might be a pity to overpower violets; they are so sweet. And Aunt Jane liked them.

NIGHTFALL

DUSK fluttered in,
a flight of song-spent sparrows
scuddled by the moon
skimmed past a field,
and shattered on a tree.
The lamps relumed and amber
nudges
burst along the racing avenues,
blinking the twilight
from the city.
Some poet flicked
a blue-flamed nib
into the black-cupped sky,
searing the re-incarnation
of ten thousand stars.

THOMAS H. MASSON

EATON'S



Miss Edgar's and Miss Cramp's School Inc.

Established 1909

Residential and Day School for Girls
Primary Department to College
Entrance

Fall term opens on September 15th, in spacious new quarters on the slopes of Mount Royal, a location affording admirable facilities for study and recreation.

For prospectus apply to:

Miss Maysie S. MacSporan, M.A.,
Principal

1761 Cedar Avenue, Montreal 25

Oriental Cream GOURAUD



The Cream to protect
the skin before the
long, hard game. No
worry about sunburn
or shiny skin.

White, Fleck, Rochel, Sun-Tan

The important
4/5 of your
drink

CANADA DRY
Sparkling WATER
THE ARISTOCRAT OF SODA WATERS

Mink Enriches Persian Lamb expressing the trend to trims in new fur coats. Back fullness is controlled . . . collars rise small and proud . . . sleeves are flared and variously cuffed . . . shorter lengths achieve new importance. The fur fashion story is complete and exciting in the August Sale of Furs at EATON'S

THE BUSINESS FRONT

P. M. Richards, Financial Editor

SATURDAY NIGHT, TORONTO, CANADA, JULY 26, 1949

Rodney Grey, Asst. Financial Editor

More Block Buying And Bilateralism Unless U.S. Supplies Dollars

By B. K. SANDWELL

International currency, because it can be hoarded and controlled by governments, and is thus not freely available to other countries, does not function like national money. In this difference lies a good deal of the trade problem of 1929 and the trade problem of today. Below, the essential differences between national and international currencies are set out, leading to the conclusion that unless more U.S. dollars are made available by loans, gifts, or greater sales to the U.S., there will be more bulk buying and bilateral trading.

THERE is a curious difference between the behavior of money in the internal economy of a single nation, and the behavior of international money in the world economy. The difference is due to the fact that individual holders of money do not withdraw it from circulation within the nation (the miser is an exception, but he is getting to be a rare character, and the total amount withdrawn by misers probably does not change much from year to year), while a nation which becomes the possessor of too much international money may easily be unwilling or unable to put the excess back into international circulation. The currency of that nation then becomes a scarce currency in the world market, and its goods cannot be sold outside of its own territory, no matter how attractively priced, except to the extent that it will take payment in imported goods.

An individual, finding himself rich in terms of the national money, promptly either spends that money on goods (consumption or capital) or lends it to a bank which in turn lends it to a borrower; it never ceases to exert its weight in the free market and to do the work that money ought to do. A nation, finding itself rich in terms of international money (gold or immediate claims to gold), does not react so promptly. Its import-and-export habits are not very changeable, and the business of lending to other countries is much more complicated and difficult than the business of lending within one's own country, whether performed through a bank or direct from the lender to borrower.

But the consequences of such an international imbalance reach far beyond the mere possession of too much gold by one country and too little by others. We are accustomed to talking about the dollar area and the sterling area, as if there were actually two kinds of international money, and nations which cannot get hold of the first kind could get along nicely with the second. This is an error; there is only one kind of international money, and there is no alternative to it; what the nations which cannot get it have to do is not to use another kind of money, but to barter.

Good Anywhere

The characteristic of national money within a nation is that it can be exchanged for absolutely anything anywhere within that nation. The characteristic of international money in international business is exactly the same, that it can be exchanged for anything anywhere in the world. The American dollar will buy anything anywhere in the world. Sterling will not. The Canadian dollar will not. Sterling and the Canadian dollar can be used to buy, outside of the national territory in which they are issued, only such things as the government of that territory authorizes to be bought with them. They are therefore money, outside of the territory of issue, only for strictly limited purposes; and the main, indeed the sole, object of the limitations is to prevent their being ever used for the purpose of an unnecessary purchase of American goods.

The individual citizen making such a purchase is of course parting with

domestic currency only; but the nation, which exercises strict control over the foreign exchange business, has to provide him with gold or American dollars with which to pay for his American goods.

But the trouble does not stop there. This situation leads to a strong governmental resistance against imports of any kind from any quarter (unless specifically offset by exports, which means block buying and eventually straight barter through governmental agencies), because importing even from a country in the monetary "area" means that the control of the "money" (sterling exchange or what have you) passes into the hands of another government, which may not be so careful of it as the government of the buying country, and may allow some of it to get into American hands, by buying American goods, instead of returning it to the issuing country by buying that country's goods. When that happens the issuing country has to redeem it by taking it in payment for its own goods sold to Americans, which would otherwise have had to be paid for with gold or much needed American goods.

Two Economic Worlds

If the Americans could be removed to the planet Mars, or if a ring fence could be built around the American hemisphere, so that neither goods nor money could pass between that hemisphere and the rest of the world, it would then be perfectly possible for the American hemisphere to operate an international (hemisphere) currency based on gold and the rest of the world to operate its own international currency based on something else. In both these separate economic worlds trade could then be free and unrestricted as it was in the real economic One World of pre-1914, but there would be no communication between the hemisphere world and the other one.

But that cannot be the case. The Americans are in the global world, and they have most of its gold and a vast supply of goods which the rest of the world wants but has no gold with which to buy. To some extent—to the extent that Americans are willing to take them in exchange for the rest of the world's goods—these American goods can be obtained by giving up to Americans some of the currency of a country in the non-American part of the world, which then becomes an order on the issuing country to deliver its own goods to Americans. If that currency has been delivered to Americans in payment for American goods delivered to the country which issued it, then all is well, for the issuing country will have seen to it that these American goods are those which it most imperatively requires to have for its own economy.

But let us suppose that this currency has passed through the hands of another non-American country, through the issuing country having purchased some of the goods of this second country without insisting on a reciprocal purchase of its own goods by the second country. And let us suppose for convenience that the issuing country is Great Britain and the second country is France. France, having this British currency in its

possession, sells it to Americans who have payments to make in Britain, and the currency thus becomes an order on Britain to deliver British goods to the United States *without receiving American goods in exchange*, because Britain has already received the equivalent in goods, but from France. But no country in the sterling area wants to deliver its own goods to Americans *in exchange for the goods of another sterling country*. Every sterling country wants to get American money, and ultimately American goods, for every shilling's worth of its own goods that it delivers to America.

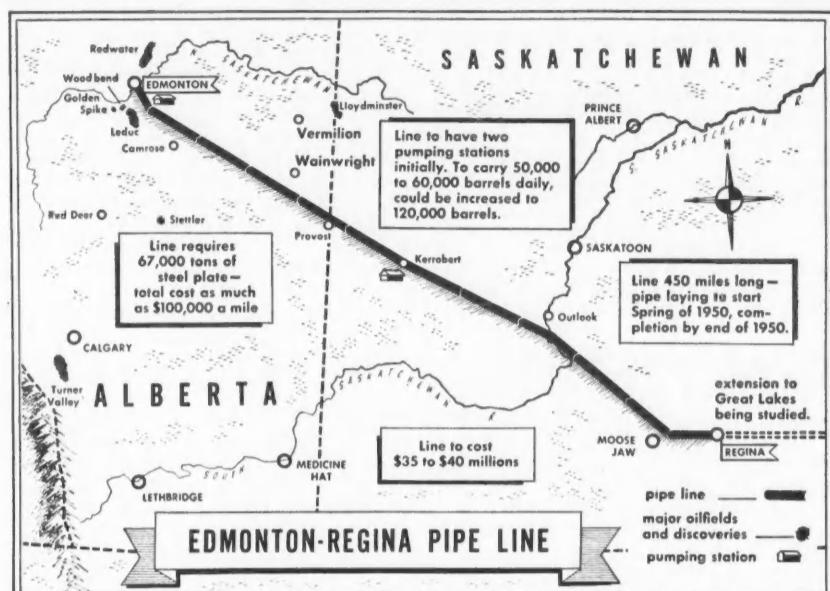
Multilateral trading can be carried on only with a multilaterally acceptable money. No other money than gold or American dollars can function effectively as a multilaterally acceptable money, so long as the one thing that any receiving nation wants to do with that other money is to pass it off on the Americans in exchange for American goods, instead of returning it to the issuing country in exchange for the goods of that country.

A currency system outside of the United States and not embracing the United States is therefore, in present circumstances, simply a group of countries competing with one-another, first for the largest possible share of the very limited American market for non-American goods, and then for the largest possible share of the power to purchase American goods which results from the sale of these non-American goods to Americans.

A sale of French wines to Britain, if not conditioned on a reciprocal (barter) sale of British locomotives to France, results in the possession by the French government of a quantity of British money. But the French government can use that money to buy American goods over and above the American goods that it could buy in exchange for what France sells to Americans. The British government, however, desires that the Americans should get no British money except what they obtain by supplying American goods, not to France, but to Britain. It knows that it can sell only a limited quantity of Scotch whiskey and tweeds to the United States, and it does not want to take payment for them in French wines. It is willing to take French wines, but not to pay for them with an open order for British goods, an order which can be transferred to anybody else and is pretty sure to be transferred to the Americans. Its whole policy therefore must be directed to seeing that no French wines are imported into Britain except as they are paid for by reciprocal orders for British locomotives or British something else, with no loose sterling running around outside of British control and liable to find its way to New York.

One Way Only

The Americans can restore multilateral trading in the world in one way and one way only, and that is to put back into circulation, either by payment for foreign goods, or by loans to foreign borrowers, or by gifts to foreign mendicants, enough gold and orders for gold and for American money to restore the real, anywhere-in-the-world, buying power of the countries now without the buying power to command the American goods which they urgently need. Until that is done we shall draw progressively nearer to world-wide block buying and nationally managed barter. Some of the symptoms may be different from what they were in 1929, but the underlying disease is exactly the same.



WESTERN CANADIAN OIL is now seeking new markets by means of a pipe line, the first of its kind in Canada. The map shows the first stage of the line, from Edmonton to Regina. Early extension to the Great Lakes is planned.

THE BUSINESS ANGLE

Return to Free Enterprise

By P. M. RICHARDS

WHILE we are sympathizing with Britain over her economic crisis, and shivering over its possible consequences for ourselves, we can perhaps find a moment to consider that the crisis gives new point to a time-worn subject, the question of the place of free enterprise in the modern economy. Only yesterday the big question seemed to be: "Has free enterprise a place in the modern world?" The trend appeared to be ever more socialistic. Today we might exclaim: "What a place free enterprise has!"

Because, in the case of every country experiencing serious economic troubles (and what country is not?), it is becoming clearer day by day that salvation will be found only in a restoration of genuine freedom of operation in invention, production and trade. The sharpest example is Britain herself. There it is beginning to be evident—all too evident—that only the speedy recreation of a free, truly competitive economy offers any real promise of avoidance of national breakdown.

It should be noted that, for Britain and for others, a return to freedom of enterprise would not be a step down a blind alley. It would not, or need not, be a move born of desperation. Actually it is the logical course to take at this time, the course required by the economic march of events. The reason is that this is again a free enterprise world.

Why this sudden rise in status of the free enterprise principle? The answer is that economically we have re-entered, rather suddenly, a peace-time world in which the old competitive factors rule once more; the government controls logical and necessary in war became obsolete and even destructive the moment the world turned back to economic conditions determined by peacetime rather than wartime requirements. This point came last autumn when it became evident that the United States' productive system was turning out goods faster than consumers were accepting them, and when prices, in consequence, began to fall persistently.

The price decline and the pressure of goods in the United States resulted in more U.S. goods being shipped to foreign markets at lessening prices. Britain and other countries striving to increase their export sales found themselves up against this competition. Then Britain experienced the shock of discovering that sales of her products in hard-currency markets fell about as fast as U.S. goods became more abundant; they fell because her production costs and prices were too high to meet competition.

The London *Economist*, which certainly cannot be accused of any lack of devotion to British interests, says that "British costs of production are too high not merely for the dollar market, or for overseas markets in general; they are too high for the British market itself." To illustrate this, the *Economist* shows that the average British wage-earner now has to work (despite his wage increases) 213 weeks to earn the price of a standard council house, as against 112 weeks it would have required in pre-war days; 55 weeks for the cheapest British car, as against 39 in the pre-war; 17½ weeks for the cheapest motor-cycle, against 11½ weeks; 7 weeks for the cheapest man's suit, against 5 weeks, and 4½ weeks for the cheapest radio set, against a pre-war 3½ weeks.

War vs. Peace

Though government controls raise industry's production costs above the private enterprise level, they are necessary in war because a quick and sufficient supply of the particular goods wanted is much more important than the cost of producing them. The government can't wait until a single factory produces enough aircraft or machine guns to serve the country's defence; it has to put many factories to work—high-cost as well as low-cost—in order to have speedy production. Ability to produce goods, not ability to operate economically, is the test. Payment is made on a cost-plus plan, and in effect inefficiency is subsidized.

These methods carry over into peacetime. So long as there is a general insufficiency of goods, continuance of controls may be necessary to ensure that each citizen receives a share. But it will not be, once that point is passed. Then it is the government's duty to withdraw controls as promptly as it imposed them in war, so that industry can set about rebuilding its efficiency to meet the myriad demands of consumers in a world economy that has once more become competitive. Actually, of course, it is neither practicable nor wise to remove all controls immediately, but early removal should be recognized as the goal, and temptation to delay resisted.

Economically, the outstanding truth today is that the fundamental law of supply and demand is again asserting its ascendancy over national planning. Nations engaged in world trade who do not recognize this fact are likely to find themselves in a progressively poorer economic position.

Investment In 1949 Higher Than 1948, Survey Shows

By RODNEY GREY

The mid-year survey of planned spending on new investment goods—plant, houses, machinery, equipment, — published by the Department of Trade and Commerce, shows that up to before the sterling crisis, the business community was confident of the basic health of the Canadian economy. The highlights of the report are set out below.

PUBLIC and private capital spending by Canadians in 1949 is now estimated to reach \$3.4 billion dollars, an increase of 3 per cent over the estimate published in February. This is the keynote of the mid-year survey of planned real investment in Canada just put out by the economic research and development branch of the Department of Trade and Commerce.

The initial survey, in which the results of some 18,000 questionnaires about capital spending plans were summarized and interpreted, was discussed in SATURDAY NIGHT March 29, in "Canadian Investment Will Sup-

port Prosperity During This Year." The rapid deterioration of our export trade means that we are now leaning more heavily upon the investment crutch to hold up income and employment in 1949. It is apparent from this mid-year survey, that though the declines in our exports must hit every worker, employer and investor in Canada, the business community, up to immediately before the sterling crisis, had great confidence in the basic health of the Canadian economy.

The article on the first survey made it clear that no charges of optimism could be levelled at the government for the estimate. The government's part is purely technical, the getting out of questionnaires, the tabulating of results, and the interpretation of the more important figures. It is the business community which is basically confident—that was the conclusion to be drawn from the first survey. This second survey confirms that view.

Private investment, vital barometer of business conditions, may be 4 per cent higher than that planned in December. Public investment is up 2 per cent; the total capital program of the community in 1949, measured in dollars and cents, is likely to be some 11 per cent higher than the \$3 billion that was actually spent in 1948. About 6 of this 11 per cent represents increases in construction costs and the prices of machinery and equipment. The remaining 5 per cent is volume increase. This spending is only to new investment, not repair and maintenance spending. Construction makes up \$2 billion, machinery and equipment about \$1.4 billion. Compared with last year, planned construction spending has gone up 14 per cent, machinery and equipment spending some 8 per cent. The report claims that better deliveries of machinery and equipment are in part responsible for the increases of planned expenditure on those items revealed by the mid-year survey.

The 3 per cent increase in capital expenditure is spread over the major parts of the economy. Sectional increases range from 2 to 11 per cent, with the exception of small declines in the investment in utilities and institutions.

The Record

On housing, the report says: "Allowing for the completion of close to 90,000 units in 1949, or about 10 per cent more than in the preceding year, this program tops the pre-war record by about 25,000 units and the postwar record so far achieved by about 9,000 units."

Wide variation is shown in manufacturing investment planned for 1949 in different sections of the industry. From January to June, estimates for tobacco and tobacco products are down 55 per cent, printing and publishing are up 17 per cent, transportation equipment up 21 per cent and non-ferrous metal products up 50 per cent.

Regionally, all parts of Canada show an increase over the 1948 investment and over the level forecast from the previous 1949 survey, with the exception of the Maritimes. They show a decrease from the levels planned according to the earlier estimates, of 11 per cent, nearly all in residential construction.

The trade crisis has had one effect, it may be presumed: that is, creating a greater degree of uncertainty among Canadian businessmen as to the advisability of investing. The report says: "Changes in the plans of individual firms appear to be much more numerous than indicated in any previous mid-year survey, with some firms spending more than they expected and others less. On the whole, demand for capital goods remains strong. Where reduction in expenditures has occurred, the main reason given has been deferment of projects because of high construction costs currently prevailing."

The first survey of 1949 investment plans argued that if these plans ma-

tured, 1949 would equal and perhaps exceed the \$3.3 billion investment of 1948. This mid-year survey confirms this view. If these investment plans of Canadian businessmen are accurate forecasts of what is possible to invest and what each company will invest, then 1949 will be a record investment year for Canada. The only large question mark is the effect of the sudden cut in U.K. purchases from Canada. Our largest sales to the United Kingdom are under contract and will not be affected, according to current British statements; the initial effect on employment and income may not be too great. But the sterling crisis has made a profound impression which may be reflected in investment plans for the next six months.

Sensitive

The report was written before the sterling crisis, not entirely unforeseen, actually broke. It says: "The most urgent postwar backlog of investment needs having been met, investment decisions, particularly of the business sector, are becoming more sensitive to current economic development and prospects. This change in attitude is reflected in the larger number of upward and downward revisions of investment inten-

tions over the past six months period"

On balance the survey is optimistic; it indicates that the Canadian business community, up to the time

of the sterling crisis, was confident, willing to invest at record levels. The next six months will show just how sensitive investment decisions are to current economic conditions.

1 Reason why

A MILLION CANADIANS USE THE B of M

Ask for our booklet
21 ways
a million Canadians
use the B of M

for borrowing money

When you ask
for a loan at the B of M,
you do not ask a favour.

For business and personal needs, people
in every walk of life, with steady in-
comes, borrow at the B of M at the low-
est rates—27c a month for a \$100 loan,
repayable in 12 monthly instalments
(equals 6% interest per annum). If
your proposition is sound, there's
money for you at the B of M.

'MY BANK'
TO A MILLION CANADIANS
B of M

BANK OF MONTREAL

AD75

Canada's First Bank . . . WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

DO YOU DO THIS



Strenuous exercise, this treading the tricky "tight-rope" margin between costs and profits. It can take a lot out of a man—and out of his business, too, unless he maintains the proper balance.

Complete, up-to-the-minute facts and figures can do wonders towards making this margin wide enough for firmer footing.

You need today's data today to plan successful strategy . . . to make those vital decisions that keep your feet on solid ground.

That's why it's so important that you have the right figuring and accounting machines—and enough machines in your office.

Modern Burroughs machines will produce the facts you need when you need them. Mechanizing your office with Burroughs will also help you reduce overtime and eliminate the necessity for costly temporary help. Why not talk it over with your Burroughs man today? Burroughs Adding Machine of Canada, Limited, Windsor, Ontario.

WHEREVER THERE'S BUSINESS THERE'S

Burroughs



THE MARK OF SUPERIORITY
IN MODERN BUSINESS MACHINES



FOR speed and ease of operation, transfer your records to ROL-DEX. Brings maximum volume of records to operator's station; rolling trays glide smoothly to finger-tips at convenient desk level.

Wasted motion, fatigue from foot-work, bending, stooping and reaching are eliminated; job monotony is minimized, with consequent boost to morale and efficiency.

ROL-DEX will take your existing records. New cards or forms are not required. Units are available to meet diverse requirements of business, personnel or volume of record.

Your request for descriptive literature or consultation will have our immediate response.

• • •
**FILING SYSTEMS
and OFFICE
EQUIPMENT**

**THE OFFICE
SPECIALTY
MFG. CO.
LIMITED**
NEWMARKET, CANADA



The first survey of 1949 investment plans argued that if these plans ma-

Government and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA
NEW YORK LONDON, ENGL.

SERVICE TO INVESTORS

Among the services which we provide our clients are the following:
 § Monthly Booklet "Investments"
 § Trustee Investments (Booklet)
 § Financial Canadian Review
 § Canadian Government Loans Handbook
 § Security Record Booklet
 § Analysis of Security Holdings
 § Statistical Department

Investors are invited to avail themselves of any of our services, and to call upon us for recommendations regarding the purchase or sale of securities.

LISTED STOCKS
Buying and Selling Orders accepted for execution at regular rates of commission on the Toronto, Montreal and New York stock exchanges.

DOMINION SECURITIES CORPN. LIMITED

Established 1901

TORONTO MONTREAL OTTAWA WINNIPEG VANCOUVER NEW YORK LONDON, ENGL.
LONDON HAMILTON KITCHENER QUEBEC HALIFAX SAINT JOHN

WIDE EXPERIENCE AMPLE RESOURCES

 ESTABLISHED 1899

AN EXECUTOR AND TRUSTEE OF PROVEN ABILITY IN WHICH YOU MAY PLACE COMPLETE CONFIDENCE

CAPITAL, RESERVE AND SURPLUS
 \$8,000,000.

ASSETS UNDER ADMINISTRATION
 \$900,000,000.

THE
ROYAL TRUST
 COMPANY

OFFICES ACROSS CANADA AND IN LONDON, ENGLAND

The Royal Bank of Canada

DIVIDEND No. 248

NOTICE is hereby given that a dividend of twenty-five cents per share upon the paid-up capital stock of this bank has been declared for the current quarter and will be payable at the bank and its branches on and after Thursday, the first day of September next, to shareholders of record at the close of business on the 30th day of July, 1949.

By Order of the Board.

JAMES MUIR
General Manager.

Montreal, Que., July 12, 1949.

Plans • Layout
 Copy • Art
 Photography
 Production
 Mailing

7 SERVICES in ONE

SATURDAY NIGHT PRESS

Adelaide 7361, Toronto

NEWS OF THE MINES

Advanced Development Prepares San Antonio For Expansion

By JOHN M. GRANT

A FAR-SIGHTED policy, notwithstanding severe labor handicaps, has been observed in recent years by San Antonio Gold Mines—17-year-old Manitoba producer—with emphasis on advanced mine development, rather than engaging in immediate profitable production, and the result is that today the mine is in an excellent position for expansion. A decision was reached three years ago to sink a new interior shaft from the 2,400 to the 4,000-foot horizon to provide a block of 10 new levels. The big underground task of opening up these new levels has been aided by a marked improvement in the manpower situation, and lateral work now is proceeding on the new 17th, 18th, 19th, 21st and 26th levels (the 16th at 2,400 feet still remains the deepest developed level) with results up to expectations. In fact, everything from the way the ore picture is shaping up, leads to the belief that a mill increase will before long be justified from the present 550-ton daily capacity. There has been some talk of a 750-ton rate, but this naturally is premature, any decision awaiting more development at this highly important stage. However, with proving of the depth continuity of the ore structures to the 4,000-foot horizon, it is possible an increase in production facilities to 1,000 tons daily would be warranted. The average tonnage milled last year was only 445 tons a day, but more recently it has been close to capacity. With ore reserves at the beginning of 1949 at 700,000 tons (largely above the 10th level) valued at over \$7,840,000, this mine, which has already produced approximately \$23,000,000 in gold, should rapidly build up proved ore reserves of substantial proportions. Of significance is the present deepest level which is indicated as the most important, both as to tonnage and grade.

Ore news could come fast at San Antonio Mines from work on the new block of levels. In depth work the favorable diabase host rock had, at last report, been reached on four of the new deep levels. The northwest extension of the big No. 50 vein was entered recently on the 18th, the second of the new horizons. Indications are that the No. 50 vein is likely to become one of the most fruitful sources of ore to date. It now appears possible that it will equal if not exceed the No. 38, from which a million tons of ore seems almost certain, and this vein was an improvement on the No. 26, the first really important vein to be located on the property. It is noteworthy that the No. 50 is the first large vein to have a dip more or less corresponding to that of the rock in which all the orebodies have been encountered so far, while the other main producing veins are vertical and values go out as the upper and lower walls of the host rock are reached. So far continuity has been proved from the 12th to the 18th levels and there are favorable chances of upward extension and almost certainty of excellent extensions to depth. It is now believed that the No. 50 vein will attain the greatest depth of any vein found to date, and it is a very substantial vein with widths up to 70 feet. On the 18th level an early drill hole intersection showed a width of 20 feet. In addition to sinking the No. 4 winze to 4,000 feet main haulage drifts have been driven on the 1,500 and 2,400-foot horizons for belt conveying of ore. Primary crushers are to be installed at these levels.

Active outside exploration is carried out by San Antonio Gold Mines, and this has largely been in Northern Manitoba. The company has share control of Forty-Four mine adjoining to the east, with an indicated extension of 6,000 feet along the main sill. Drifting to the boundary with Forty-Four has uncovered an important ore body astride the boundary. Several levels will be ex-

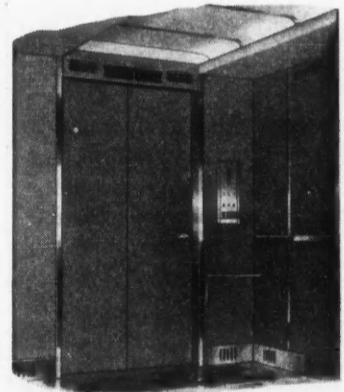
tended into this subsidiary by San Antonio, with expectations of ore news before the end of the year. The company also has a valuable subsidiary operation in the Jeep mine, located 10 miles to the east. Shaft deepening has been completed here and the mine is again in profitable production, shipments to the San Antonio mill having been suspended during shaft work. Two new levels have been established at 450 and 575 feet, and crosscutting is now underway. Two new finds were made recently on surface. The ore bodies at Jeep are narrow and of high grade gold content of 1.0 to 1.5 ounces per ton. San Antonio has also acquired control of Portage Avenue Gold Mines, holding 45 claims located five miles to the south and west. All outcrops are being sampled, and the geology is reported as good, with the management anticipating it will be possible to develop ore shoots.

Negotiations are being carried out by Dulama Gold Mines, in the Missinaibi area, adjoining east of Renabie Mines, for \$150,000 to bring the property into production on a 200-ton daily basis, and completion of financing is hoped for shortly, M. J. Boylen, president, states in the annual report. Ore reserves to the west of the diabase dike from surface to the 275-foot horizon are reported sufficient to sustain a 200-ton mill for two years, consisting of 137,625 tons averaging .208 ounce gold per ton. No drifting has been done to the east of the dike. A 1,000 cubic foot compressor has been installed and installation of the new electric hoist should be completed this month.

Production on a milling basis of 100 tons daily is planned for this fall by Discovery Yellowknife Mines, in the Giauque Lake area, of the Yellowknife district. The original intention was to commence milling earlier by amalgamation only at 50 tons daily and to install the cyanide unit later, which would have meant drawing all ore initially from the free milling north zone. It is now the intention to install both units, utilizing ore from the north and west zones, which will provide better unit costs, increased recovery and a more flexible operation.

Increased production resulting from a higher grade of ore at MacLeod-Cockshutt Gold Mines, in the Little Long Lac area, indicates that the current year will be the best since 1943, when net earnings amounted to \$370,588, or 12.9 cents per share. The following year a net profit of 1.17 cents per share was shown, but since then the company has suffered

SAFETY
 ECONOMY
 SERVICE



All Three Are Assured
 When You Install --

TURNBULL ELEVATORS

More and more gearless, high-speed passenger elevators, so essential in this era of rapid transit, are being built and installed by TURNBULL — the name that is synonymous with safety, economy and high-speed service.

Turnbull

ELEVATOR COMPANY LIMITED
 126 JOHN STREET, TORONTO

Offices from Newfoundland to Vancouver

a net loss, including an operating one for two of the four years. While the 1949 performance is not expected to come up to that of 1943, it appears reasonable on the basis of the first six months figures to expect net earnings to be between \$200,000 and \$250,000, after taking in government cost-aid. The mill at present is handling around 550 tons daily and the intention is to raise this rate to 600 tons daily by the end of the summer when the 12th level should be ready for production. The grade of ore to the mill in May was over \$10 a ton, and in the previous month better than \$11, which will permit a good profit margin as long as such values can be kept up. The improvement in the grade followed the opening of the present bottom 13th (2,000-foot) level. To date this horizon had produced close to 31,000 tons, averaging a cut grade of better than \$10, while magnetic sorting raised the grade sent to the mill by around \$1 a ton.



The future is in your own hands when you have money you have saved. Open a Canada Permanent Savings Account today. Begin building a fund NOW for future needs and emergencies. SAVINGS EARN 2%.

**CANADA
PERMANENT
Mortgage Corporation**
Head Office:
320 BAY ST., TORONTO
7-8

NORANDA MINES, LIMITED
DIVIDEND NOTICE
NOTICE is hereby given that an interim Dividend of One Dollar (\$1.00) per share, Canadian funds, has been declared by the Directors of Noranda Mines, Limited payable September 15th, 1949 to shareholders of record at the close of business August 15th, 1949.
By Order of the Board.
J. R. BRADFIELD
Secretary
Toronto, Ontario.
July 12, 1949.

BANK OF MONTREAL
ESTABLISHED 1817
DIVIDEND NO. 345

NOTICE is hereby given that a DIVIDEND of TWENTY CENTS per share upon the paid-up Capital Stock of this Institution has been declared for the current quarter, payable on and after THURSDAY the FIRST day of SEPTEMBER next, to Shareholders of record at close of business on 30th July, 1949.

By Order of the Board.
GORDON R. BALL,
General Manager.
Montreal, 12th July, 1949

Agnew-Surpass
SHOE STORES LIMITED

41ST CONSECUTIVE DIVIDEND
A dividend of fifteen cents (.15c) per share on all issued Common Shares of the Company has been declared payable September 1, 1949, to shareholders of record as at the close of business July 29, 1949.
By Order of the Board.
K. R. GILLELAN,
Vice-Pres and Sec. Treas
Brantford, Ont. July 8, 1949.

SATURDAY NIGHT

STOCK MARKET OUTLOOK

By Haruspex

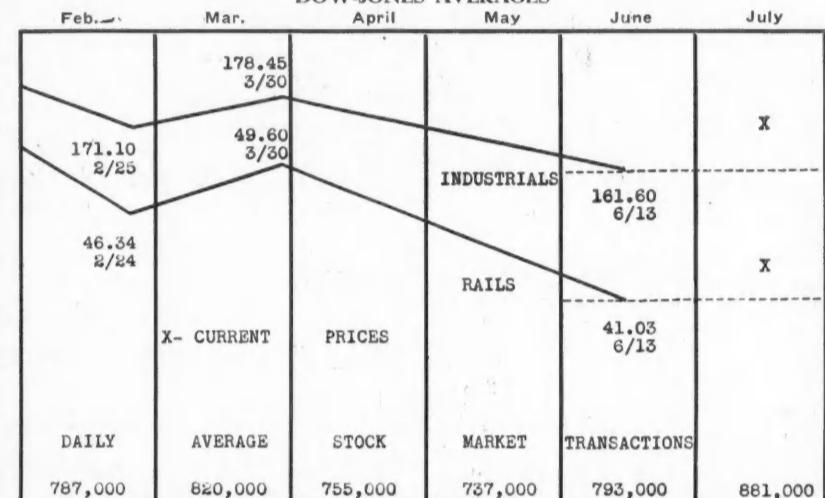
COMMON stocks are at a level where they appear favorably priced in terms of earnings and yields. Psychology, however, is depressed over the business outlook as well as the domestic and foreign political situation. We would hold current positions, including buying reserves.

New York stocks, by Friday of last week, had recovered—on the basis of the Dow-Jones industrial average—approximately two-thirds of the decline registered between early April and mid-June. This moved the market into the 171/173 supply area created by the November 1948/February 1949 bottoms. It would seem probable, both because of the extent of the rally and the selling that will come in by those who purchased stocks in earlier weeks at the 171/173 level, that the market should run into resistance at or not far from such points. When the market, after a number of months of sidewise move-

ment, dips into new low ground, as happened in mid-June, it is normal for a rally to occur. This rally is generally followed by renewed decline on which the bottom levels are tested. It is probable, either now or later, that such a testing movement will be witnessed in the current instance with indications, at the time, as to whether a base is being formed for a sizable upturn. Ability of one or both averages, on such testing, to hold June low points would be bullish; decisive penetrations would imply 150/140 on Dow-Jones industrial average.

We regard many stocks as intrinsically cheap on the basis of asset values, prospective earnings, and dividends. We have thus favored purchases of selected issues during periods of weakness, but would continue holding reasonable buying reserves pending evidence that the broad market readjustment has run its full course.

DOW-JONES AVERAGES



SIGNPOSTS FOR BUSINESS

WHILE the value of Canadian exports rose 267 per cent from 1938 to 1948, the physical volume rose only 73 per cent in the same period, measured by indexes of quantum and prices just completed by the Dominion Bureau of Statistics. Total value of imports rose by 290 per cent in the same period, while the physical volume rose 81 per cent.

In terms of currency, the physical volume of Canadian exports on the basis of constant 1938 dollars rose from \$848 million in 1938 to \$1,464 million in 1948, as compared with \$3,110 million for 1948 on the basis of current values. In the case of imports, physical volume rose from \$678 million in 1938 to \$1,223 million in terms of 1938 dollars, the latter comparing with the actual dollar value of \$2,637 million in the trade returns.

Production of pig iron in Canada amounted to 180,700 net tons in April as compared with 202,100 in the preceding month and 170,800 in the corresponding month last year. During the first four months of this year, 738,700 tons were produced as against 654,600 in the similar period last year.

Cold storage holdings of fish on July 1 amounted to 41,006,000 pounds, up from the June 1 figure of 35,188,000 pounds, and above the 35,749,000 pounds held on the corresponding date last year. Stocks on the latest date comprised 38,157,000 pounds of frozen fresh and 2,849,000 pounds frozen smoked.

Carloadings on Canadian railways for the week ended July 9 rose to 72,936 cars, up sharply from the low of 62,056 cars in the holiday week of July 2, but were off 3,622 cars or five per cent from the 27th week last year, according to the Dominion Bureau of Statistics.

The trend of employment in the major industrial divisions was upward at the first of May as compared with April 1, advances being shown in Quebec and the four western provinces, and declines in the remaining provinces. The increase was seasonal in character and was accompanied by a small rise in the sums disbursed in weekly salaries and wages.

Financing

Canadian Industry

The increasingly competitive nature of to-day's markets often requires new and improved methods of industrial production.

A modernization program may demand more funds than are readily available from company resources. This problem may be aggravated by the need for increased working capital necessitated by higher costs of production and raw materials.

Executives of corporations with a problem of this nature are invited to consult with us concerning the availability of additional capital.

Inquiries to any of our branches will receive careful attention.

Wood, Gundy & Company Limited

Toronto Montreal Winnipeg Vancouver
Ottawa Hamilton London, Ont. Kitchener
Regina Edmonton New Westminster Victoria
New York Halifax London, Eng.

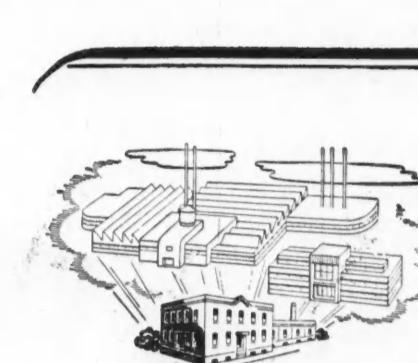
NATION-WIDE INVESTMENT SERVICE

Government Industrial
Public Utility Municipal

Serving investors and industry

NESBITT, THOMSON & COMPANY, LIMITED

38 King Street, W., Toronto



Has Your Business Outgrown Its Capital Resources?

When, in the progressive course of events, it becomes necessary for an enterprise to broaden its field of endeavour, it is frequently found that existing capital resources are no longer adequate.

Industrial and commercial progress requires sufficient working capital—it cannot get along without it. If your business has reached this stage in its development, the solution to your problem may be properly found through the issuance of securities—bonds or stocks—in the public capital markets.

We are prepared to offer a complete underwriting service to established Canadian companies to enable them to keep pace with present industrial and commercial developments. We shall be glad to discuss your special financial problem confidentially with you.

McLEOD, YOUNG, WEIR & COMPANY LIMITED

50 King Street West
Toronto

276 St. James Street West
Montreal

Telephone: Elgin 0161

Telephone: Harbour 4261

Offices: Hamilton, London, Ottawa and New York—Correspondents in London, England

Members of The Investment Dealers' Association of Canada

ABOUT INSURANCE

Public Must Be Sold On Merits Of Private Enterprise Cover

By GEORGE GILBERT

There is no question that the representatives of all branches of insurance, including fraternal insurance, have been successful in selling a steadily increasing volume of insurance protection year by year over a lengthy period.

At the present time, however, another problem confronts them—that is, to bring about such a realization by the people generally of the advantages of this voluntary form of protection over compulsory cover that they will effectively oppose the adoption of any such measures by the government.

WHILE the public generally by their steadily increasing purchases of all kinds of voluntary insurance show their acceptance of and confidence in the private enterprise competitive system of insurance, this does not mean that they will raise any noticeable objection should the central or a provincial government decide to go into any branch of the business, make it compulsory for all citizens to take out insurance with it, thus establishing a virtual monopoly and depriving the tax-paying corporations of most or all of their opportunities to carry on in this particular branch of the business.

Of course, those who advocate the establishment or extension of compulsory government insurance schemes seldom give much consideration to the question of their cost. In their enthusiasm they are inclined to overlook the fact that the greater the benefits to be provided under these

social security measures the larger must be the tax on business and payrolls. The larger the tax on business the greater will be its handicap in competing for a share of world trade, and to maintain the high level of employment so essential to the nation's welfare. No one doubts that the objective of many of these social insurance schemes is a desirable one, but the question is as to the proper place of such schemes among the other social, economic and cultural values which make up our way of life.

One main reason why so many of the masses are in favor of these compulsory government schemes is that they have been led to believe that they will cost them little or nothing, as the bulk of the cost will come out of the bottomless purse of the government. That this is a false view has been proved by the experience in other countries, where it has been proved that the cost in the end must be borne by the people themselves.

Accordingly, before coming to a decision as to how much social insurance they want, the people generally should keep in mind that it may not be a question of having social insurance in addition to other things they want, but of having social insurance instead of other things they want. They should understand what the price is and whether they are willing to pay it or would rather use the money to purchase something else.

In view of the encroachments of governments in the insurance field, those engaged in all branches of the business are coming to realize the importance and the need of bringing about a better understanding of the advantages of the private enterprise competitive system of insurance over any government monopolistic insurance scheme that could be set up. Although it is admitted that the insurance principle is deeply rooted in our economic system and will survive in some form, whether it will survive as a private enterprise system or as a government undertaking will depend upon what the public are convinced will best serve their own interests.

Basis Of Public Opinion

Thus when proposals are brought forward for government intervention in the insurance field or for the nationalization of any branch of the business, public opinion in favor of or against such a project will depend upon whether the masses of the people consider that such a change would be in their own interest or not.

While they may be quite satisfied that the business at present is soundly managed, it does not follow that they will oppose any change that is represented as ensuring a much more economical administration and a consequent material reduction in cost. Many businessmen who firmly believe that no government could carry on their particular enterprise as efficiently or at as low a cost to the public as they can, seem to cherish the illusion that the government is qualified to do so in the case of a highly technical undertaking like insurance.

As has been pointed out before, it is anomalous that businessmen who would consider it preposterous to suggest that the government should take over their business in order to effect a saving in costs to the public, should advocate the setting up of municipal insurance or government health or life insurance schemes for the same purpose.

With respect to their own undertakings, most businessmen are fully convinced that no government, either municipal, provincial or federal, could carry them on as well as they can with their experience and knowledge after years of training and study, and that any saving in cost which the government might be able to show for a while could only be effected by loading part or all of the expenses of operation on the general taxpayers, but evidently many of these businessmen do not take the same viewpoint about the govern-

ment going into the insurance field, though the government is no better qualified to conduct an insurance business than it is to carry on any other commercial undertaking.

If businessmen and the public generally could be brought to realize this fundamental truth, there would be little or no demand for government intervention in the insurance industry or in any other business in which there is no monopoly, and in which the public are protected against unreasonable rates because of the competition which exists and because of the public safeguards which are placed about the operations of the industry.

Often the statement is made that while there is competition between companies and companies and between agents and agents for business, there is virtually no competition as to insurance rates. But the fact is that there is plenty of competition in all branches of the insurance business both in the matter of rates and in the matter of coverage between stock and mutual institutions, tariff and non-tariff companies, reciprocals and Lloyd's underwriters.

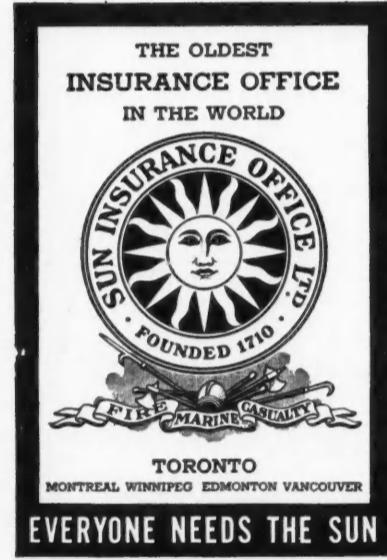
Those who have to do with the placing of insurance to any extent are well aware of the keen competition which prevails in the business and which is operating all the time to bring down rates and also to broaden the coverage granted under insurance contracts.

Enquiries

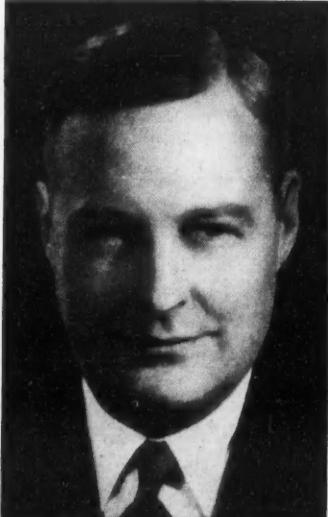
Editor, About Insurance:

I understand that one of the planks of the platform on which the British Labor Party will appeal for support at the next general election when it is held is the nationalization of the business of industrial life insurance. Can you tell me whether this means that if the Labor government is returned to power, it will take over only the industrial business of the companies transacting other classes of insurance besides industrial insurance or whether it means that the whole business and undertakings of these companies will be nationalized. How many companies would be affected?

C.H.C. London, Ont.



Canada Life Director



William K. Whiteford

whose election as a member of the Board of Directors of The Canada Life Assurance Company is announced. Mr. Whiteford is President of The British American Oil Company Limited.

As to the manner in which the nationalization of industrial life insurance will be carried out in Britain if the Labor Government is returned to office at the next general election is evidently not settled, but there is no doubt, according to a statement by James Griffiths, Minister of National Health, that it intends to go ahead with the plan if returned to power. He has made it clear that he will fight for the inclusion in labor's general election program of the proposal for the transfer to state ownership of the predominantly industrial life insurance companies. Whether such far-reaching proposals will be rejected by the government altogether before going to the country, or watered down to apply only to the industrial business of these companies, remains

to be seen. About fourteen companies as well as some friendly societies would be affected. It is strange that people could fall for the delusion that the government could carry on any branch of the insurance business at as low a cost or could provide as satisfactory a service as that furnished under the private enterprise competitive system.

NOTICE

is hereby given that the United Mutual Fire Insurance Co. has received from the Department of Insurance, Ottawa, Certificate of Registry No. C 166, authorizing it to transact in Canada the business of Accident, Automobile, Plate Glass and Theft Insurance, in addition to the classes for which it is already registered.

R. M. Kennedy,
Chief Agent.

Eagle Star
Insurance Company Limited
of London, England

The British Crown
Assurance Corporation Limited
of Glasgow, Scotland

The British Northwestern
Fire Insurance Company

Security National
Insurance Company

HEAD OFFICE FOR CANADA
217 Bay Street • Toronto

J. H. Riddel, Manager
for Canada
R. Holroyde, Assistant
Manager
BRANCH OFFICES—Montreal, Winnipeg, Calgary, Vancouver



HOUSE OF LORDS
CIGARS

House of Lords Cigars are made from the very finest imported tobaccos. The Havana filler and shade-grown wrapper assure a superb aroma and bouquet. So when you buy your cigars, select the finest — House of Lords!

Is Only Practical Solution Sterling-Based Trade?

By JOHN L. MARSTON

Saturday Night's Financial Correspondent in London

Britain's dollar problem is growing progressively worse, and standstill embargoes on dollar purchases will not cure the disease. John Marston, writing from London, suggests that the cure may be a sterling-based trade, though this will be much opposed by the Americans.

London.

BY THE middle of the year the sterling area's gold and dollar position was causing such anxiety that the U.K. Chancellor of the Exchequer had to make a policy statement with the end-June figures. In advance of an agreed policy he could not speak with authority of the whole sterling area; but he could speak on behalf of his own government on home affairs. It is generally believed that his remarkable "playing down" of the dollar crisis was due to political pressure at home, for Sir Stafford Cripps is too much a realist to believe himself that all that needs to be done at present is to impose a standstill on incidental dollar purchases (leaving the main dollar purchases unaffected).

Sir Stafford deprecates the idea that this crisis is of 1947 dimensions. But banking opinion in London does not share his leisurely confidence that everything will work out all right in the end if the old formula is followed. It believes that the crisis, if not at the moment as acute as the "convertibility crisis" of autumn 1947, is fundamentally more serious; because there is less scope for manoeuvre with the gold reserve reduced from \$2,348 million at end-September 1947 to \$1,624 million at end-June 1949, and because conditions in the world at large are much less favorable for evasive action.

This latter point is essential. After the crisis of 1947 the British government adopted the policy of stabilization with which Sir Stafford Cripps was soon most closely associated. It was by no means ideal, but it worked. It is still being applied; but no one seriously believes that it will work any longer.

The policy involved curtailment of dollar imports, with bilateral pacts by the way of substitution, and on the home front stable prices, the "wage freeze", dividend-limitation, and austerity budgets. If not actively deflationary, it was at least anti-inflationary. It formed the basis for a powerful export drive. And it was, on the whole, successful. By early-1949 it could be triumphantly announced that the overall deficit on oversea trade had been eliminated, while the dollar gap, though by no means closed, was bridged by Marshall aid.

Cause

What, then, is the cause of so great a deterioration in so short a time since?

It can be conceded that Cripps' own answer is accurate as far as it goes. The recession in America has greatly reduced the dollar earnings of dominion and colonial primary products and has increased the difficulties of U.K. exporters in selling their manufactures in the U.S.A. (Five important items, rubber, tin, wool, cocoa, and diamonds, yielded in the second quarter of the year only about half of the \$20 million accruing from them in the first quarter.)

But this is only a part of the story. As is well known, the American recession has left British prices relatively high. It would therefore seem that it was up to Britain to do something to reduce them. But the government's main spokesman, Cripps, can offer nothing more constructive than the old appeal for manufacturers and traders to exert themselves in the dollar markets (all such exhortations having already been proved futile), and for wage-earners to stop all demands for more pay. These pleas are backed, as usual, with appeals to raise productivity—

mirable in itself, has the disadvantage of keeping them up.

It is not necessary to conclude that British financial policy is fumbling its way blindly to inevitable collapse. More probably, it is playing for time. But time (to put a famous phrase in a new setting) is the scarcest commodity of all. The gold reserve, reduced already from some \$2200 million at the beginning of Marshall aid, may be down to the region of \$1200 million by September unless effective action is taken at once. The \$2000 million "workable minimum" is no more than a memory even now.

The government's predicament is understandable enough. No administration which has struggled through four years of a five-year term can easily tell its supporters that the program on which it was voted into power is unrealizable.

Yet to most critics the alternative is something transcending party politics. Every indication suggests that the dollar problem is growing progressively worse. The loyalty of

the sterling countries is severely strained by the recurring crises—and its disbandment, it is well known, would cause some satisfaction in America, where it is seen as a restrictive monetary and trading association, obstructing the free flow of business on multilateral lines.

However the City of London may criticize the government for its in-

aptitude in home affairs, there is solid support for the government's stand for a strong sterling, based on a strong sterling area. A long-term compromise with social principles may be necessary to keep the sterling comity in being at all; and sterling-based trade may, in the end, be the only practical solution to the dollar problem.



WESTERN SAVINGS & LOAN ASSOCIATION

HEAD OFFICE, WINNIPEG

BRANCH OFFICES

Agency Building, Edmonton, Alta.

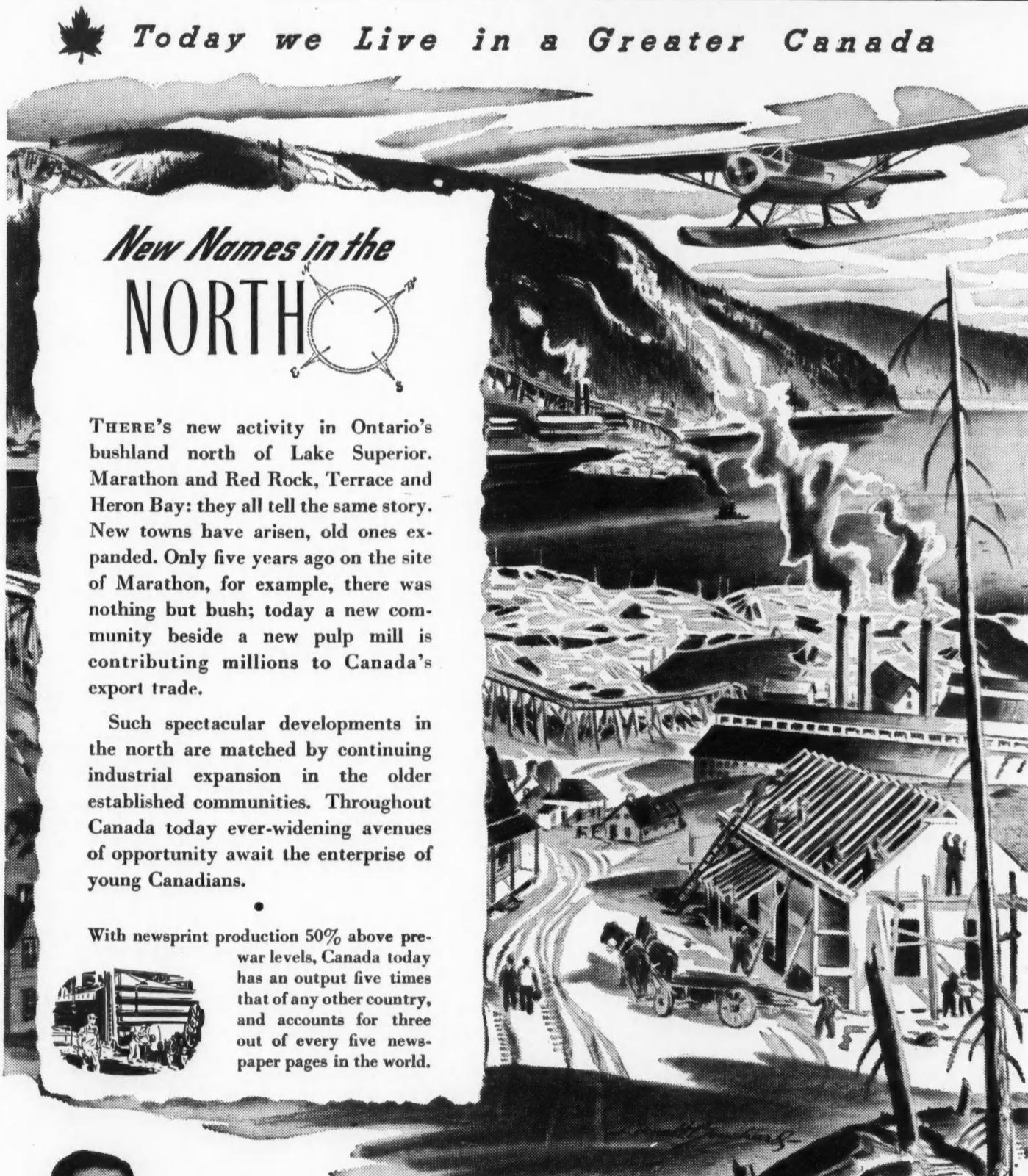
221 A-8th Ave. W., Calgary, Alta.

McCallum-Hill Building, Regina, Sask.

407 Avenue Building, Saskatoon, Sask.

1 Royal Bank Building, Brandon, Man.

Today we Live in a Greater Canada



New Names in the NORTH

THERE'S new activity in Ontario's bushland north of Lake Superior. Marathon and Red Rock, Terrace and Heron Bay: they all tell the same story. New towns have arisen, old ones expanded. Only five years ago on the site of Marathon, for example, there was nothing but bush; today a new community beside a new pulp mill is contributing millions to Canada's export trade.

Such spectacular developments in the north are matched by continuing industrial expansion in the older established communities. Throughout Canada today ever-widening avenues of opportunity await the enterprise of young Canadians.

With newsprint production 50% above pre-war levels, Canada today has an output five times that of any other country, and accounts for three out of every five newspaper pages in the world.



"Canada is a land of opportunity ..."

There is a field for almost anything one can think of, and anyone with a willingness for hard work has a good chance to achieve success", says Donald J. Smith, President of Hornet Industries Limited, Guelph, Ontario.

Hornet Industries Limited, which was founded in 1945, has in this short time achieved remarkable success in the manufacture of chain saws and combustion engines. More than half the production of the plant reaches markets outside Canada. From a staff of only a half dozen men in 1945, Hornet Industries Limited has expanded to three plants in Guelph, employing 296 workers.

One of a series presented by

Molson's

To promote a fuller realization by Canadians of Canada's present greatness

BUSINESS BRIEFS

THE unaudited comparative income statement of the Consolidated Paper Corp. Ltd. and subsidiary companies shows a balance net profit for the six months ended June 30, 1949 of \$5,353,739 compared with \$6,325,155 for the same period last year.

From the cash obtained from net profit and depreciation in the six-month period, payment has been or must be made of the following: dividend payable July 18, 1949—\$1,282,815, sinking fund requirements for six months—\$1,876,297, expenditures on capital improvements to June 30, 1949—\$1,252,500.

FREDERICK JOHNSON, president of the Bell Telephone Co. of Canada, has announced that the company will seek authority to increase its rates for service. The high level of operating expenses and the increased cost of new plant and equipment were given as the reasons for the increase.

In the last three years investment in plant and equipment has increased from \$253 millions to \$397 millions. During this period more than 400,000 telephones have been added, but still further expansion is required to meet the continuing demand. One other reason for the increase is to provide a return to the shareholders sufficient to attract new capital.

INDICATED asset value of the common stock of Argus Corporation Ltd. at May 31, 1949, was \$7.81 a share states their semi-annual report. The principal change in investment holdings during the six months ended May 31 was the increase in common shares of Standard Chemical Co. from 225,100 to 250,000 shares.

Income from investments during the period under review amounted to \$591,230 and net income of \$489,091, after preferred dividends, was equal to 44.3c a share on the common, compared with \$514,676 or 47.3c a share for the six months ended May 31, 1948. After providing \$367,500 for two quarterly dividends on both the preference and common stocks, the balance of \$121,591 was transferred to earned surplus.

COMMERCIAL Alcohols Ltd. reports a net loss for the year of \$121,904 after tax carry back. The loss was directly attributable to the high cost of molasses in relation to the selling price of alcohol. It is pointed out in the report that the loss would have been substantially smaller had normal winter weather prevailed and the production of anti-freeze disposed of.

During the year \$2,331,621 was invested in new plant and equipment. Dividends were continued at the previous rate on the common shares until January 15, 1949 for a total of \$50,125.00. Thereafter dividend action on the common stock was deferred in view of the losses. Dividends on the preferred stock were paid quarterly as usual, in an aggregate amount of \$20,000.

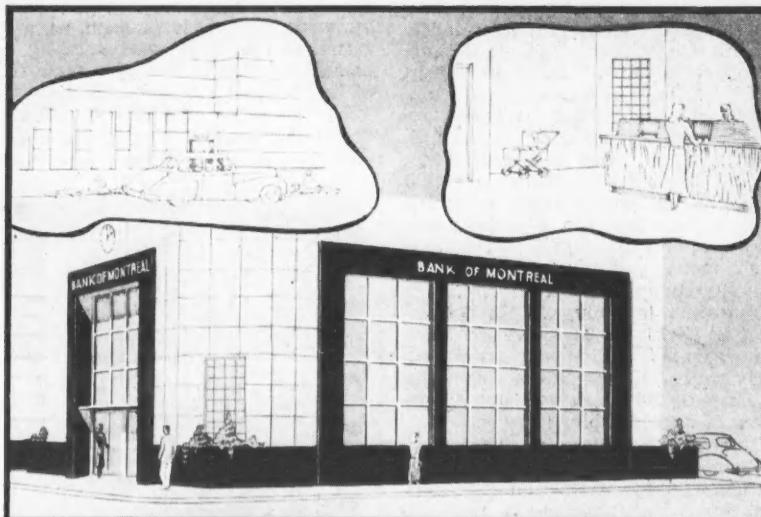
THE twentieth annual report of Dominion-Scottish Investments, Ltd. reflects a year of high income receipts. Dividends on the 5 per cent \$50.00 par value preference stock for the year consist of the fixed cumulative dividend of \$2.50 per share, plus a dividend of \$1.50 per share on account of arrears, payable September 1, 1949. After this date arrears will stand at \$3.50 per share in comparison with \$5.00 per share a year ago.

Distribution of the extra dividend on account of arrears is made in compliance with the requirements of the Income Tax Act under which Dominion-Scottish Investments Ltd. qualifies as an investment company.

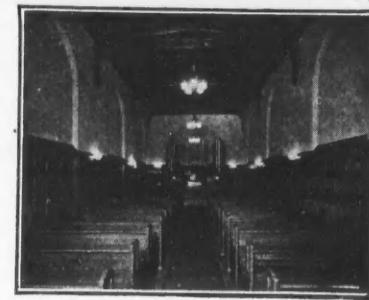
STUDY AT HOME FOR A DEGREE!

With the expert help of Wolsey Hall Postal Courses, you can obtain a Degree from the University of London (Eng.). No attendance at lectures required; only 3 exams to pass. Over 11,000 successes at London exams 1925-47. Prospectus from G. L. Clarke, B.A., Director of Studies, Dent OS. 29.

WOLSEY HALL, HAMILTON, ONT.



MODERN BANK: Proposed new building for Bank of Montreal branch at Broadway and Granville Streets in Vancouver. It will have drive-in facilities and a special parking lot for baby carriages, as shown above in insets. Artist's drawing reflects the trend to a modern style of building—to a simple, functional construction much cheaper than many conventional styles that were once favored by the chartered banks.



The chapel is commodious, convenient, beautifully and appropriately appointed. Equipped with pipe organ. The chapel is completely Air-Conditioned.

Services are held here under ideal conditions
(There is no additional charge.)
Cremation Carefully Attended to if Desired

A. W. MILES

FUNERAL DIRECTOR

30 ST. CLAIR AVE. WEST, TORONTO

HYland 5915

PRIVATE PARKING

HYland 4938

P. O. BOX 6087

TELEPHONE: BYWATER 5511

Canadair
LIMITED • MONTREAL

A STATEMENT TO THE PEOPLE OF CANADA

This is a further production progress report.

On February 16th, we advised that we were well ahead of schedule in producing twenty-two Canadair Four's for British Overseas Airways Corporation, and four Canadair Four's for Canadian Pacific Air Lines. On April 21st, we announced that the first of the B.O.A.C. aircraft had been delivered in London, two months ahead of an exceptionally fast schedule.

We are now particularly proud to be able to report that the last of the aircraft ordered by C.P.A.L. was delivered on June 17th (contract required completion by November 30th) and that this fleet of aircraft is now in regular scheduled operation on the great new Trans-Pacific routes of C.P.A.L.

Canadair's completion of this order six months ahead of contract requirements permitted C.P.A.L. to start these services many months earlier than otherwise would have been possible.

We believe that Canada, Canadian Pacific Air Lines and Canadair all have gained by this achievement.

H. O. West

H. O. West
President

July 19th, 1949

